

## PRESS RELEASE, REGULATORY INFORMATION

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# Polygiene expands in the Asian market with World Group – Polygiene in denim for first time

World Group is one of the dominant Asian houses of brands with big scale production capacities, thousands of retail stores throughout Asia and online shops with a global reach. Polygiene's Stays Fresh Technology is now integrated in six of World Group's brands, including The Shop TK, and they are scaling up the use of Polygiene both in volume and in new product segments. The Shop TK is the first brand in the world to integrate Polygiene's odor-control in denim.



The Shop TK is one of World Group's biggest brands and has been using Polygiene successfully since 2016. Their decision to integrate Polygiene's odor-control in more items and product segments, such as denim, is based on increased demand of Polygiene-treated garments they have seen in recent years. During the summer season 2018, the number of The Shop TK items containing Polygiene has more than doubled from last year. Polygiene-treated stink-free denim jeans that stays fresh longer and need less laundering, will be launched in the 2018 spring and summer collection in Japan.

"The Shop TK has more than doubled the sales of products treated with Polygiene's Stays Fresh Technology, and therefore we have great expectations on the launch of jeans treated with Polygiene. Jeans is a typical garment that can be spared from the wear and tear of too many washes. The global market for jeans represents a huge opportunity for Polygiene, says Ulrika Björk, CEO at Polygiene."

Polygiene is an integral part of the World Group family of brands; The Shop TK, Untitled, Indivi, Hushhush, Grove, Takeo Kikuchi. World Group turnover was USD 2.4 billion in 2017 and it is one of the top fashion groups in Japan. They are represented throughout the Asian market with a total of 60 brands. Besides the 2 400 stores in Japan, they have fully owned stores in China, Taiwan, Korea and Thailand.

Polygiene will also publish news targeted towards the industry. The text is available at <http://polygiene.com/news/>

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**For more information, please go to [www.ir.polygiene.com](http://www.ir.polygiene.com) or contact:**

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### About Polygiene

Polygiene is the world-leading provider of odor control technology and Stays Fresh solutions for clothing, sports equipment, lifestyle, textiles and other materials to help people stay fresh and confident. Polygiene brings the Scandinavian values of quality and care for the environment to life through its products and services. More than 100 global premium brands have chosen to use Polygiene Stays Fresh Technology in their products. Polygiene was established in 2006 and is listed on Nasdaq First North in Stockholm, Sweden. Erik Penser Bank AB acts as its Certified Advisor.

### About THE SHOP TK

THE SHOP TK is run by Style Force, a group company of World, a Japanese apparel company. Concept is to produce items with care, fun design, reasonable prices, and happy faces. It aims at designing a comfortable everyday life. It has mens, ladies, and kid's lines, and have 155 stores in Japan.