

Yaytrade

Ytrade Group AB (publ) signs an agreement with Sail Racing International AB

Press release

Stockholm, 12 March 2021

Ytrade Group has on March 12th entered into an agreement with Sail Racing International AB ("Sail Racing") for hosting their annual sample sale. This agreement is the first step of a partnership which starts with a trial period of 6 months and an estimated volume of 7,500 pcs.

For over a decade Sail Racing has held seasonal clearance sales near their headquarters in Gothenburg, Sweden. This has become a major event for a dedicated customer base who habitually flock to the seasonal sale – and now Sail Racing has chosen to team up with Yaytrade for the entire sell-off.

“We have been following Yaytrade's journey for a long time. When Yaytrade offered us a comprehensive solution which provided us the opportunity to execute our annual sample sale in spite of the current pandemic, it felt like the obvious choice”, says Joakim Berne, CEO Sail Racing International AB

“We are very proud and excited about this partnership with a premium brand like Sail Racing and warmly welcome them to Yaytrade's platform. To receive the confidence to manage the sample sale, and returns for Sail Racing is seen as an important part of streamlining their flow and helping them reach a broader international customer base via Yaytrade. We are strongly focused on delivering very good results”, says David Knape, CEO Ytrade Group AB (publ).

Sail Racing's seasonal sample sale is expected to be released on Yaytrade on April 25th, 2021, and the volume is expected to be aprx. 7,500 pcs.

For further information. please contact:

David Knape. CEO Ytrade Group AB (publ)

E-mail: david.knape@vaytrade.com

Phone: +46 70 999 90 09

This information is information that Ytrade Group AB (publ) is obliged to make public pursuant to EU Market Abuse Regulation 596/2014. The information was submitted for publication through the agency of the contact person set out above. at the time specified by Ytrade Group AB's (publ) news distributor Cision at the time of publication of this press release.

About Yaytrade

Ytrade Group AB (publ) is a Swedish fashion-tech company which operates the Yaytrade marketplace. The company was formed in Sweden and registered with The Swedish Companies Registration Office in 2015. The first version of Yaytrade's marketing platform was launched to the public at the end of 2017.

At Yaytrade, individuals can shop for premium fashion and lifestyle products directly from brands selling off their outgoing stock, samples, and returns via “digital pop-up shops”. The company also sells premium second-hand from private individuals and influencers. Community users can create their own e-store and populate it with items from collected via Yaytrade pick-up service as well as post self-created ads. Yaytrade appeals to a chic urban demographic with a striking design which took home a silver medal Swedish Design Prize in 2020 in the e-

commerce category. The company's market platform is a proprietary high-tech e-commerce platform where premium fashion meets the circular economy, contributing to more sustainable consumer behaviour which further drives environmentally sound fashion consumption.

The company's Certified Adviser is Eminova Fondkommission AB, phone: +46 (0)8-684 211 10, e-mail: adviser@eminova.se

For more information, see Yaytrade's website www.yaytrade.com