

Yaytrade

Yaytrade brings in fashion industry veteran Robert Wilson as Global Sales Director

Ytrade Group AB (publ) ("Yaytrade" or the "Company") has recruited Robert Wilson to be its new Global Sales Director. The recruitment is in line with the company's previously declared strategy of taking a leading position in premium segment sales of overstock, samples, and returns.

Yavtrade has shown strong growth in a short time, managing to attract many of Sweden's top premium fashion companies. The company clearly sees strong demand for its platform as well as sales of outgoing stock and sample collections, leading to an even stronger emphasis on this business vertical.

"It is very rewarding to work the fantastic team of talented colleagues we have here at Yavtrade, where we are constantly agile and adaptable. There is great value in Yavtrade developing its own marketplace platform which makes us just as scalable and flexible as we are to our customers' needs. The signals are clear, and we are sharpening our focus on a multi-billion-dollar market where we will take a strong position, starting with Europe. This does not, however, mean that we're surrendering our other business verticals within premium second hand. We are here to create a leading circular marketplace in the fashion and lifestyle segment", says David Knape, CEO of Ytrade Group AB (publ).

To best focus on developing this vertical and begin the intended expansion, Yaytrade has brought on Robert Wilson. Robert has many years of international experience in the fashion industry, including 15 years as Sales Director and Commercial Product Manager at Tiger of Sweden where he successfully built sales teams, developed business, hedged margins and was part of the international journey.

Robert worked most recently at W-agency, which he founded and where he shouldered the role of CEO while building a very solid platform for new premium brands in Scandinavia and throughout Europe.

"I am incredibly enthusiastic about joining Yaytrade. The company is in a development and expansion phase with a clear focus on premium fashion and sustainability, which feels like the perfect timing. With my previous experience and knowledge, I will contribute to the company's various business areas and future growth. I am convinced that we have all the prerequisites to become market leaders in our segment and look forward — with confidence — to being a part of Yaytrade, towards developing the company, and opening the doors to my large network in Sweden and internationally", says Robert Wilson, Acting Global Sales Director Ytrade Group AB (publ).

"We are very happy and proud to be able to attract a person with Robert's experience in the fashion industry. This is proof that Yavtrade's positioning is right on time. We look forward to getting started with our work and our plans for the coming year together with Robert", says David Knape, CEO of Ytrade Group AB (publ).

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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

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