

Yaytrade

Yaytrade extends its agreement with Filippa K

Ytrade Group AB (publ) ("Yaytrade") and Filippa K AB ("Filippa K") have come to an extension agreement for international sales of the Filippa K SS21 Sample Sale. The agreement pertains to the markets Filippa K operates in and includes a starting point of approximately 2,000 articles.

"We are incredibly pleased to have gained the continuing confidence of Filippa K and look forward to driving the digital sales of this season's samples. That we are able to do so on an international basis demonstrates the strength of the Yaytrade marketplace and is proof positive that we are taking steps towards increased international sales. Filippa K is a major premium brand, and this extension agreement strengthens Yaytrade's position towards becoming a leading marketplace for overstock, samples, and returns from premium European fashion companies", says David Knabe, CEO Ytrade Group AB (publ). The sale will take place at the end of May 2021.

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This information has been published through the agency of the contact person above, at the time specified by Ytrade Group AB's (publ) news distributor Cision upon 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

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