

Yaytrade

Yaytrade signs agreement with Stenströms Skjortfabriker AB

Ytrade Group AB (publ) (“Yaytrade” or “the Company”) has today entered into an agreement with Stenströms Skjortfabrik AB (“Stenströms”) for the sale of samples. The initial agreement covers approximately 2,500 articles and is for 2021.

Stenströms is one of Sweden's most traditional clothing brands and is known for its premium clothing, primarily high-quality shirts – a fact which makes them able to call themselves royal court suppliers. Stenströms has now chosen to hire Yaytrade for the sale of samples through Yaytrade's marketplace and digital pop-up solution.

“We are very positive about our new collaboration with Yaytrade, where we will get the opportunity to sell samples through their digital pop-up solution. Both from a sustainability perspective and also in consideration of the pandemic, it is extra appealing for us to use a platform which gives us a different type of online exposure. In addition, we hope to reach new customers that hopefully will become loyal Stenström customers”, says Håkan Karring, Sales Director Stenströms Skjortfabriker AB

“We are incredibly happy and proud of this partnership and look forward with confidence to future sales. Being able to work with a well-established company like Stenströms is fantastic! They stand not only for quality but also sustainability and are completely in line with Yaytrade's values, where we want to cultivate a more circular consumption and continue our journey towards becoming a leading international player in sales of overstock, samples, and returns for premium fashion companies”, says David Knape, CEO of Ytrade Group AB (publ).

Stenströms' sale is expected to be released on the Yaytrade platform on June 16th. Initially, Yaytrade is expected to receive 2,500 items.

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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