

# Yaytrade

## Yaytrade carries out a directed issue of 5 million SEK to strategic investors

**The Board of Directors of Ytrade Group AB (publ) (“Yaytrade” or “the Company”) has, with the support of the authorization from the annual general meeting on February 3, 2021, resolved on a direct cash issue of 1,333,333 shares at a subscription price of 3.75 SEK per share, which corresponds to a premium of approximately 10 percent in relation to the closing price of the share on May 28, 2021. Through the new share issue, the Company will receive approximately 5 million SEK.**

The new share issue has been subscribed for by two long-term Yaytrade investors, Stefan Alvarsson (via Reach for the Stars AB) – who is CEO and owner of One Partner Group and a partner in Qvana Invest AB – and Henrik Hobik via the company Selected Brands Nordic AB, of which he is chairman and majority owner. The purpose of the issue, and the reason for the deviation from the shareholders' pre-emption right, is to bring in strategically important individuals with solid industry experience and knowledge who can contribute to Yaytrade's continuing journey.

Stefan Alvarsson has extensive experience running companies and has built One Partner Group –(active in staffing, recruitment, and production logistics) which has a turnover in excess of 1 billion SEK. Stefan has developed highly automated comprehensive logistics centers with global scalability for, among others, Babyshop.com and “AD Bildelar” with very efficient results. Stefan is also an investor in gardenstore.se and has extensive board experience.

Henrik Hobik has massive experience in the fashion industry, where he successfully built one of the leading premium fashion distribution companies in Scandinavia and the Baltics. Henrik has a large network of contacts in the international fashion industry and is an experienced investor with companies such as Klarna, Mathem, and Budbee.

*“With the industry experience Stefan and Henrik possess in logistics and premium fashion, Yaytrade gains valuable expertise by making this issue. This further strengthens our case and I confidently look forward to our upcoming collaboration”, says Magnus Agervald, Chairman of the Board of Ytrade Group AB (publ)*

*“Henrik and Stefan are very good entrepreneurs and investors. With Henrik's 25+ years of international industry experience in premium fashion in Scandinavia and the Baltics, we see good opportunities to continue to develop our offering to premium fashion companies both nationally and internationally. Stefan, meanwhile, has extensive experience and knowledge in logistics and will therefore be able to contribute advice valuable to Yaytrade's improvement and expansion. I envision Henrik and Stefan as important strategic sounding boards for Yaytrade, supporting our work towards becoming an international circular fashion tech group, where part of the work obviously lies in continuing to develop our platform and logistics leading to our transformation into the leading player in digital pop-up stores and sales of overstocks, samples, and returns.”, says David Knappe, CEO, Ytrade Group AB (publ)*

*“Yaytrade is a fashion tech company that is simply right for the times. I see a great value in the tech platform they have developed and what they offer the market. With my experience in company building and logistics, I am confident that we will be able to create an attractive and scalable company group with an attractive overall concept which solves many of the challenges that exist in the market today”, says Stefan Alvarsson, CEO One Partner Group*

*“I have been following Yaytrade and David for a long time and see what a big problem they are solving in the fashion industry with the circular thinking they possess. Yaytrade operates in a multi-billion dollar market and has all the prerequisites to become the market leader in sales of overstocks, sample, returns, and premium second-hand fashion. The company is already well on its way to becoming the market leader in its niche in Sweden, with the innovative and flexible solution they offer. I am impressed by the speed, knowledge, and innovative power that the team possesses and look forward with confidence to contributing to Yaytrade's international expansion plans and being a part of the strategic direction that the company wants to take as a fashion tech group. In addition to Yaytrade's basic concept, I am also attracted by the company's acquisition strategy” says Henrik Hobik, Chairman of the Board of Selected Brands Nordic AB*

Through the new share issue the Company will receive approximately 5 million SEK, before transaction costs of approximately 20,000 SEK. The subscription price has been set at 3.75 SEK per share, which corresponds to a premium of approximately 10 percent in relation to the share's closing price on May 28, 2021. The net proceeds from the issue are intended to be used for investments in Yaytrade's logistics solution and platform.

The new share issue entails a dilution of approximately 7 percent of the number of shares and votes in Yaytrade. The number of shares and votes in Yaytrade will thus increase by 1,333,333 – from 19,308,272 to 20,641,605. The share capital in the Company will increase by approximately 66,666 SEK, from 965,413.6 SEK to 1,032,080.25 SEK

**For further information, please contact:**

David Knape, CEO Ytrade Group AB (publ)

E-mail: [david.knape@yaytrade.com](mailto:david.knape@yaytrade.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](mailto:adviser@eminova.se)

*For more information, see Yaytrade's website [www.yaytrade.com](http://www.yaytrade.com)*