

Yaytrade

Ytrade Group AB (publ) extends its agreement with Hope

Ytrade Group AB (publ) (“the Company” or “Yavtrade”) has entered into an agreement with Hope Stockholm AB (“Hope”) for expanded sales of Hope's outgoing stock and sample sales internationally. The agreement is valid for the next 12 months and includes at least one sale opportunity per season.

“It is a sign of strength that Hope has chosen to extend its partnership with Yavtrade, especially that it is now on an annual basis. This is a clear demonstration of the problem Yavtrade solves for the market leading premium fashion company regarding sales of overstocks, samples, and returns. We look forward to the future sales and synergies we foresee together.”, says David Knape, CEO, Ytrade Group AB (publ)

“We have chosen to extend our agreement with Yavtrade as we are very satisfied with the collaboration. Yavtrade delivers a complete solution through inventory management and delivery to the end customer, and all from a sustainability perspective. As a brand we also appreciate access to Yavtrade's broad customer base and their expertise in this segment.”, says Sandra Lofgren, Sales Manager Nordics, Hope Stockholm AB

The next Hope outgoing stock and sample sale is expected to be released on Yaytrade on 27 June 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