

# Yaytrade Y

## A new CTO joins Ytrade Group AB (publ)

Ytrade Group AB (publ) ("Yaytrade" or "the Company") has recruited Johan Söderberg as its new Chief Technology Officer. Johan most recently was working in Norway for Neonomics AS, where he held the position of Head of Research and Development and was part of the management team. He takes up this new role on June 15th, 2021.

Johan has led many organizations and head up various projects during his 13+ years of professional software development. He is is passionate about building high-quality and scalable platforms from the ground up. He previously held roles such as Software Development Manager for Infor and Senior Manager at Swedish-founded Qlik, where he led large development teams both in Sweden and internationally.

In Johan's most recent role, at Oslo based Neonomics, he played a major part in the company's growth by spearheading development of a scalable microservice-based platform in Google Cloud while building up and running prolific development teams.

*"I am very happy to warmly welcome Johan to our team at Yaytrade. This CTO appointment is completely in line with our vision of becoming a leading fashion tech group. Our strategy is clear and with Johan on board we will be able to take the next software development step towards our declared goal of greater internationalization. Johan's sharp experience in building leading SaaS solutions is very exciting and I look forward with confidence to what he will be able to develop, in the short and long term, along with our team."*, says David Knape, CEO, Ytrade Group AB (publ)

*"Yaytrade is a forward-looking company with an exciting business concept and huge ambition. With my experience in Business Intelligence, e-commerce, and scalable cloud platforms – I aim to help Yaytrade achieve new successes in coming years. My goal is to take Yaytrade into new European markets."*, says Johan Söderberg, incoming CTO Ytrade Group AB (publ)

Johan Söderberg begins work as CTO on 15 June 2021.

**For further information. please contact:**

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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](mailto:adviser@eminova.se)

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