

# Yaytrade

## Ytrade Group AB (publ) enters into a new agreement for logistics and warehouse management

**Ytrade Group AB (publ) ("Yavtrade" or the "Company") has on August 24<sup>th</sup> entered into an agreement with a new partner for logistics and warehouse management. The purpose of the partnership is to meet the growing demand for Yaytrade's services and platform.**

To meet this sharp increase in demand for Yavtrade's services, the company is centralizing its e-commerce warehouses on a larger premises in Jönköping. The move will enable continuing expansion and increased development to provide a complete experience and strengthen the brand. This will include streamlining operations and the eventual automation of most of the steps previously handled manually by the company.

Sales and growth are increasing rapidly, which has made it necessary to be able to expand operations quickly and to streamline and optimize inventory management. Yavtrade's new warehouse will enable continued expansion and development of e-commerce offerings, as well as increasing delivery capacity.

Increased volumes have also provided the opportunity to renegotiate existing carrier agreements, which will have a positive impact on the company's gross margin.

*"In the first half of 2021, we have carried out a major review and procurement of our logistics flow. The move to new premises will enable us to further strengthen our customer offerings and create room for continued growth with increased profitability,"* says David Knabe, CEO of Ytrade Group AB (publ).

The new e-commerce warehouse is situated in northern Stigamo, outside Jönköping, Sweden. The move is expected to take place in the autumn of 2021.

**For further information, please contact:**

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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](mailto:adviser@eminova.se)

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