

Yaytrade

Yaytrade signs a record deal with Australian premium brands Neuw Denim, Abrand Jeans, and Rolla's Jeans

Ytrade Group AB (publ) ("the Company") has entered into an agreement with the brands Neuw Denim, Abrand Jeans, and Rolla's Jeans ("ThreeByOne") for the sale of their outgoing stock and samples. The agreement covers a total of approximately 12,500 items and is expected to be released on Yaytrade's platform by the end of September 2021.

ThreeByOne – an Australian denim brand with the highly popular global brands Neuw Denim, Abrand Jeans, and Rolla's Jeans – has chosen to enter into an international partnership with Yaytrade for their digital clearance sales.

"We are very excited about our new partnership with Yaytrade where we will have an opportunity to sell our products through their digital solution. It is particularly interesting to have a platform that gives us a different type of exposure from both a sustainability perspective as well as in light of the pandemic. It fits perfectly into our growth and profitability plan," says Johan Persson, General Manager ThreeByOne Europe

"This is fantastic. we are closing the company's largest deal to date in terms of volume and also bringing in our first major international partnership. We are delighted that Yaytrade's concept and strength is also starting to spread internationally and we look forward to a long-term partnership with confidence", says David Knape, CEO Ytrade Group AB (publ).

The overstock and sample sale by Neuw Denims, Abrand Jeans, and Rolla's Jeans is expected to be released on Yaytrade on September 27th, 2021. In the first phase, the sale is expected to include a total of approximately 12,500 items.

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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

For more information, see Yaytrade's website www.yaytrade.com