

Yaytrade

Yaytrade signs an agreement with Gents Wear Group for the sale of outgoing stock

Ytrade Group AB (publ) ("Yaytrade" or the "Company") has today entered into an agreement with Gents Wear Group AB ("NK Studio") regarding the sale of outgoing stock.

Gents Wear Group, a well-established premium store located in the Nordiska Kompaniet department store in Stockholm, has entered into a partnership with Yaytrade for the sale of outgoing stock via Yaytrade's marketplace and digital pop-up solution.

"We've been active in the clothing industry for many years through production, sales agency operations, and retail activities. We have various locations including the NK Studio shop in the 'NK' department store. We therefore have stock from several exclusive and well-known brands and during the current pandemic it has been difficult for us to find a suitable way to activate this stock. Yaytrade has provided us with an opportunity to reach our customers in a risk-free and sustainable way. Yaytrade offers a solution that simplifies the management of inventory and clearance sales," says Celine Aflalo Johansson, CEO Gents Wear Group AB.

"We're delighted with this partnership, which clearly demonstrates Yaytrade's position its impact on the market. We are moving more and more towards becoming the obvious choice when it comes to digital clearance sales. Gents Wear Group will bring a range of premium products from a variety of international premium brands," says David Knape, CEO Ytrade Group AB (publ).

The first Gents Wear Group sale is expected to release on Yaytrade in September 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

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