

# Yaytrade

## Yaytrade extends agreements with Filippa K, Sail Racing, and Stenströms

**In September, Ytrade Group AB (publ) ("Yaytrade" or the "Company") entered into separate extended agreements with Filippa K, Sail Racing, and Stenströms Skjortfabrik. The agreement applies to new sales of samples and overstock.**

The Yaytrade marketplace continues its strong expansion in Sweden with steadfastly satisfied customers and now Filippa K, Sail Racing, and Stenströms Skjortfabrik are the latest companies to extend their contracts with the Company.

Global Sales Director Robert Wilson comments below on the extended partnerships and gives a brief hint about the future of the Company.

*"This partnership extension with Filippa K, Sail Racing, and Stenströms Skjortfabrik is yet another proof of Yaytrade's on point business model – which is both timely and evidently strong from a sustainability perspective. We are grateful for the brands' continuous trust, and it is with great motivation that we are now looking internationally as well as towards releasing new categories. I can identify with great confidence that our model is highly appreciated and that the demand for our service and platform is high in sample sales, overstock, and returns. I am furthermore noticing that there is a tangible buzz from abroad in both Yaytrade as a brand and that our business model is arriving right on time. This is something the industry has been requesting in recent years, which makes me – with my long experience and a solid network of contacts – confident that we'll be an important partner going forward. I am very positive about what we have achieved in the autumn of 2021, and I look forward to our continued journey into 2022,"* says Robert Wilson, Global Sales Director, Ytrade Group AB (publ).

**For further information, please contact:**

David Knabe, CEO Ytrade Group AB (publ)

E-post: [david.knabe@yaytrade.com](mailto:david.knabe@yaytrade.com)

Phone: +46 70 999 90 09

*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.