

# Yaytrade

## Yaytrade signs agreement with activewear brand Röhnisch

Ytrade Group AB (publ) ("the Company" or "Yaytrade") has entered into an agreement with Röhnisch Sportswear AB ("Röhnisch") regarding the international sale of overstock and samples.

Röhnisch is one of Sweden's leading activewear brands, offering a history of strong sustainability and products of the highest quality.

Yaytrade is demonstrating continued strength in its offering by signing additional partnerships in the activewear category – the latest category the Company has released on its marketplace. Röhnisch has a broad customer base in fitness wear, golf wear, jackets, and swimwear and holds a global customer base.

*"We are proud and excited about our partnership with Yaytrade. Not least because we share the same sustainability principles. Röhnisch is committed to producing the best fitness products while taking responsibility for how we produce them to contribute to a better future. Letting our older collections live on at Yaytrade is something we are very much looking forward to",* says Maria Westlund, Röhnisch Sportswear AB

*"To be able to sell off outgoing stock and samples from another of Sweden's finest activewear brands is gratifying. Röhnisch has done a strong sustainability work, which goes hand in hand with Yaytrade's vision, and we are really looking forward to working closely with them in the future. We also see our customer portfolio for next year already actively starting to be booked up by more and more premium brands, which is part of the new foundation Yaytrade set in the second and third quarter of this year",* says David Knape, CEO, Ytrade Group AB (publ)

Röhnisch's first overstock and sample sale is expected to be released on Yaytrade in Q1 2022.

**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)