

# Yaytrade

## Yaytrade to release a fashion accessories category by entering partnerships with the brands Airinum and Spektrum

Ytrade Group AB (publ) ("Yaytrade" or the "Company") has entered into agreements with Airinum AB ("Airinum") and Spektrum AB ("Spektrum") in October. The agreements relate to new sales of samples and outgoing stock.

Yaytrade has been proving itself in the premium fashion category for the past 12 months and is now poised to broaden its offerings within Activewear, Outdoor, Home, Accessories, and Beauty.

Airinum and Spektrum are both in the Accessories category and therefore seen by the Company as important first partners for the expansion into new categories.

*"For us at Airinum, it is of great importance that our products live a long life. We have therefore chosen to enter into a partnership with Yaytrade who have developed a great and innovative model which is very easy to use and well adapted to the way we want to work - we are really looking forward to our collaboration!",* says Isac Hjertröm, Head of Global Sales at Airinum

*"Spektrum has a clear environmental focus, and we are trying to find the best way and the right partner to work with our excess inventory. Yaytrade feels like a perfect partner for this purpose, and we are looking forward to our cooperation",* says Andreas Nilemo, CEO Spektrum Sports

*"Both Airinum and Spektrum can be seen as specialists in their respective areas and are right in line with Yaytrade's expansion into fashion accessories. We are incredibly positive about our collaboration",* says Robert Wilson, Global Sales Director, Ytrade Group AB (publ).

The first sales are expected to take place in December this year.

### **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)*