

Yaytrade

Yaytrade enters a partnership with fashion brand Limitato

Ytrade Group AB (publ) ("Yaytrade" or the "Company") has entered into an agreement with Limitato AB ("Limitato") in November. The agreement relates to new sales of samples and outgoing stock.

Limitato is a Swedish premium brand that collaborates with world-renowned artists and photographers and focuses on quality, sustainability, and limited editions. The brand is sold in many large premium department stores around the globe – including Harrods, The Webster, Harvey Nichols, Nordiska Kompaniet.

"Yaytrade is a modern and innovative company that we strongly believe in. Our industry has long had a problem with overstock, and we believe Yaytrade is the solution. Through Yaytrade and their contact network we will reach more customers", says Emrik Olausson CEO of Limitato

"The partnership with Limitato is another testament to Yaytrade's sharp business model, which is both timely and clearly empowering from a sustainability perspective. I am very confident that our model is highly appreciated and the demand for our service and platform within sample sales, outgoing stock, and returns is growing strongly", says Robert Wilson, Global Sales Director, Ytrade Group AB (publ).

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

For further information, please contact:

David Knabe, CEO Ytrade Group AB (publ)

E-post: david.knabe@vaytrade.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.

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