

# Yaytrade

## Yaytrade extends agreement with Hope

**Ytrade Group AB (publ) ("the Company" or "Yaytrade") has today entered into an agreement with IWA Garments AB ("Hope") regarding the expansion and extension of sales of Hope's samples and overstock. The agreement includes approximately 14,000 items to be spread over three releases in 2021 and the first half of 2022.**

Yaytrade has extended and expanded its partnership with Hope, whereby Yaytrade will receive approximately 14,000 items which will be sold on a seasonal basis – in December 2021, February 2022, and May 2022. Hope has been collaborating with Yaytrade for just over a year and remains very satisfied with the Company's offerings, service, and sales fulfillment.

*"We have decided to extend our agreement with Yaytrade into 2022 as we are very satisfied with the partnership. Yaytrade delivers a total solution from warehouse management through delivery to the end customer – all with a sustainable perspective. We as a brand also benefit from their broad customer base and expertise in the segment",* says Sandra Löfgren, Sales Manager Nordics, IWA Garments AB

*"We are very pleased with the continued trust from Hope, who are continuing with several booked events for 2021/2022. It is with great motivation that we now look internationally as well as to the release of new categories. Yaytrade's model is highly appreciated and the demand for our service and platform is high within sample sales, overstock, and returns – as the extended cooperation with Hope clearly shows",* says David Knape, CEO Ytrade Group AB (publ).

The first sale is tentatively scheduled for mid-December 2021, with an initial amount of roughly 4,000 items set to be released.

### **For further information, please contact:**

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*This information is information that Ytrade Group AB (publ) is obliged to make public pursuant to EU Market Abuse Regulation 596/2014. The information was submitted for publication through the agency of the contact person set out above, at the time specified by Ytrade Group AB's (publ) news distributor Cision at the time of 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)*