

Boozt

Press Release

Malmö, Sweden, 14 December 2017

Boozt enters partnership with Best Transport for same-day, home deliveries

To increase our quick and efficient deliveries as well as give our customers maximum flexibility and control, Boozt has chosen Best Transport as a new partner. The collaboration will enable same-day and evening delivery to inhabitants in the south of Sweden and Copenhagen.

The focus of the partnership is to offer deliveries on the customers' terms. This offer allows 3.5 million inhabitants to receive home delivery the same-evening their order is placed, and an additional 4 million inhabitants the option for home delivery the next-evening, or another day of their preference. Flexible home delivery to customers in Sweden and Copenhagen will strengthen the Boozt.com offer.

"We are constantly seeking to improve our customer experience especially when it comes to speedy delivery. We are pleased to raise the bar in the Nordics when it comes to speedy delivery with this new initiative," says Niels Hemmingsen, COO of Boozt.

The delivery window is 18.00-22.00 and packages can be tracked during the evening with a real-time map. This is a natural step forward in meeting our customers' expectations and creating more flexibility in terms of delivery choice.

For additional information, please contact:

Boozt AB (publ)

Karsten Anker Petersen / Head of IR & Corporate Communication (Interim) / Phone: +45 53 82 17 54 / Email:

kap@boozt.com

The information was submitted for publication, through the agency of the contact person set out above, at 14:00 CET on December 14, 2017.

Boozt is a leading, fast-growing and profitable Nordic technology company selling fashion online. The Group generated net sales amounting to SEK 1.4 billion in 2016. Boozt offers its customers a curated and contemporary selection of fashion brands, relevant to a variety of lifestyles, mainly through its multi-brand webstore Boozt.com. The company is focused on using cutting-edge, in-house developed technology to curate the best possible customer experience. With an active customer base of over 967,000 and counting, Boozt.com attracts more than six million visits per month. Besides Boozt.com, the company also runs the webstore Booztlet.com and retail stores Booztlet and Beauty by Boozt in Denmark. For more information, please visit www.booztfashion.com.
