

Boozt

Press Release

Malmö, Sweden, 08 February 2018

Boozt.com enters agreement with adidas and Reebok

Boozt.com, one of Nordic's leading online fashion retailers, has entered into an agreement with adidas and Reebok to sell their products on Boozt.com. The agreement contains Reebok Classic and adidas Originals lifestyle collections of footwear, apparel and accessories. In addition, Boozt.com will be selling a curated selection of adidas and Reebok Sport Performance products including footwear, apparel and accessories.

Hermann Haraldsson, CEO at Boozt AB, says:

"We are proud to be able to offer strong brands like adidas & Reebok to our customers. It will significantly strengthen our selection in the athleisure and sports category. We see a great interest and demand specifically for "athleisure" - the hybrid trend that combines the fashion and the sporty look."

Kalle Kickuth, Senior Director Sales at adidas Nordics, says:

"We are looking forward to working with Boozt.com, a strong Nordic online player. Boozt offers a unique collection of both established and up-and-coming Nordic & International lifestyle brands and we see this as a solid fit with our brands.

adidas and Reebok will be launched on Boozt.com in the upcoming A/W 2018 season, with the first products coming live late summer this year.

The agreement with Reebok and adidas does not change Boozt's financial guidance.

For additional information, please contact:

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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.
