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## **Shortcut Media Group signs agreement to support Fjällräven International AB**

**Shortcut Media Group (SMG), has signed an agreement with Fjällräven International AB to support the iconic swedish outdoor brand with video content.**

The global pandemic has changed ways of working also for the internationally known Swedish outdoor brand Fjällräven. SMG has already supported the brand with video content in the past to help Fjällräven take their global sales meetings into a digital environment.

To explore future collaborations and further develop and improve digital video content for internal and external communication for the Fjällräven brand, SMG has signed an agreement that allows both partners to work more closely together.

Within the agreement, SMG becomes one of the partners and suppliers of Fjällräven for digital video content, a fast-growing area in the market and within SMG.

– Fjällräven is a fantastic brand with a strong Swedish heritage and a global outreach. We are very much looking forward to contribute to Fjällräven's future expansion with digital video content for successful communications, says Peter Söderlind, COO, Shortcut Media Group.

The agreement is valid until further notice and runs with a six-month mutual notice period. As the terms of the agreement are formulated, SMG is currently not allowed to communicate estimates regarding the value of the agreement.

### **About Fjällräven**



Fjällräven is a leading global outdoor brand founded in 1960 in northern Sweden. Today the company's timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 70 countries. Fjällräven's product range comprises outdoor clothing and accessories for men and women as well as backpacks, tents and sleeping bags. Over the years Fjällräven's products, materials and innovative solutions for the outdoors have received a number of distinguished awards, some products like the Kånken, the Greenland Jacket and the Expedition Down Jacket even became true icons that are well-known even far outside the outdoor world.

As a company, Fjällräven makes every effort to act responsibly towards people, wildlife and the environment and to encourage people to take an interest in outdoor life. The company is the initiator of two popular outdoor events, Fjällräven Classic and Fjällräven Polar, which attract thousands of participants every year.

## **About Shortcut Media Group**

Shortcut Media Group is one of the leading, stand-alone and most awarded film production groups, providing commercial- and corporate film, trailers, animated film, 3d-visualisation, promos, live streaming as well as post production. The group comprise the brands Bond Street Film, Oddway Film, Magoo, Shortcut Production and Frost Studio. For more information, please visit [www.shortcutmedia.se](http://www.shortcutmedia.se) as well as the company's [IR-sida](#) at Spotlight Stock Market.

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