



Jaktia chooses Litium to accelerate online growth

Litium, a leading e-commerce platform in the Nordics, announces that Jaktia, Sweden's largest retail chain for hunting and fishing, chooses Litium for their continued growth and expansion online.

Jaktia is Nordic's largest retail chain for hunting and fishing equipment and consists of over 60 stores. Jaktia is now accelerating their initiatives online to make it easier for the current customer base to find new products, as well as reach younger demographics and expand into new geographical markets.

"Litium is the perfect partner to help us grow our digital commerce. They have a strong team of developers and a platform that is built for growth and is easy to use. Their e-commerce solution simplifies the management of all our products," says Christiaan Winckel, Head of eCommerce at Jaktia.

A key part of Jaktia's success is their brick-and-mortar stores, that are strategically located throughout the country. The store network can now also be used as pick-up points for ordered merchandise online.

"In store we have the opportunity to inform our customers about their purchase, cross-sell products and offer our services. Next to that, customers are reassured by the possibility to see the product before taking it home and a shortest delivery time," explains Christiaan Winckel.

Jaktia's core target group is those interested in fishing and hunting, but they also have a wide range of products in the outdoor activities segment. Their product catalogue, consisting of well-known brands, is the perfect fit for anyone enjoying the outdoors. Dog-walkers, hikers, birdwatchers and others will find products that suit their needs.

"Our current customers are typically between 30-50 years old. With our choice in Litium we aim to expand our demographics to include younger people that have an interest in outdoor activities. Furthermore, we aim for geographical expansion and Litium makes this easy with their best-of-breed functionality," concludes Christiaan Winckel.

"We look forward to being part of Jaktia's journey to become a leading online outdoor activities store. Their dedication to create seamless experiences and drive growth is a perfect match with our platform," says Patrik Settlin, CEO, Litium.

For more information:

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About Litium

Litium AB (publ) is one of the Nordic region's leading companies in digital commerce. We help businesses in B2B and B2C to accelerate their sales, quickly scale up their business, reach new markets and create market-leading customer experiences online. We do this by offering a scalable and cloud-based e-commerce platform that is built for growth. Our customers such as Lindex, Tingstad and Jollyroom have an annual turnover of more than SEK 10 billion. Litium

operates together with its partner network in the Nordic market and is listed on the Nasdaq First North Growth Market. Arctic Securities is the company's Certified Adviser and can be reached at certifiedadviser@arctic.com or +46 844 68 61 00. For more information, please visit litium.com