



Press Release

Malmö, Sweden, 13 November 2017

Boozt AB launches exclusive cooperation with Polarn O. Pyret

Boozt, a leading player in Nordic fashion e-commerce, has signed an exclusive agreement with Polarn O. Pyret, one of Sweden's leading kid's brands to become the first retailer outside Polarn O.Pyret's own network to sell their full assortment of kids clothes on Boozt.com.

Boozt will via its webstore Boozt.com be able to help Polarn O.Pyret to take the next step in their successful digital journey, by offering Polarn O.Pyret's access to Boozt's approximately one million customers. The cooperation also means that Boozt will assist Polarn O.Pyret in their geographical expansion since they now, via Boozt.com, will be launched in Denmark, a market where Polarn O.Pyret doesn't yet have any physical stores.

"Boozt does a great job on the Nordic market with the combination of leading brands and fast deliveries. This, in combination with their strong position within children's clothing in Denmark, makes Boozt an excellent partner for us," says Nanna Hedlund, CEO of Polarn O. Pyret.

Magnus Håkansson, Group CEO of RNB RETAIL AND BRANDS adds, ""We will further strengthen Polarn O. Pyret's position through our cooperation with Boozt."

"We are very pleased to be able to offer Polarn O. Pyret's products to our customers. The exclusive cooperation with Polarn O. Pyret is an important complement to our brand portfolio and it will strengthen our kid's category on Boozt.com," says Hermann Haraldsson, Group CEO of Boozt AB.

The cooperation will start immediately with the first products live end of Q2 2018.

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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 915,000 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 booztfashion.com.
