



Press Release

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Boozt enters an exclusive partnership with Copenhagen Fashion Week

Boozt has entered an exclusive partnership with Copenhagen Fashion Week. By using Boozt's extensive amount of data and consumer insights and Copenhagen Fashion Week's deep fashion knowledge, the partnership will stimulate innovation and strengthen both established- and emerging brands.

Camilla Frank, CEO of Copenhagen Fashion Week, sees great possibilities and value in the cooperation.

"We are very proud to have entered into this agreement with a strong partner like Boozt," says Frank. "We are excited to see our mutual visions unfold and develop. At Copenhagen Fashion Week, we work hard to create the best possible marketing platform for the Danish and Nordic fashion scene. With Boozt as our main partner, we will be able to support and develop new formats that will benefit the fashion industry."

Hermann Haraldsson, CEO of Boozt, anticipates the synergies between Boozt and Copenhagen Fashion week to strengthen the Nordic fashion scene.

"We look forward to being part of Copenhagen Fashion Week together with the Nordic fashion brands which is our core business. Through strong cooperation with our brand partners, we believe our data and knowledge about consumer behaviour will contribute to new ideas and initiatives. It's a great pleasure to participate and use our platform to raise awareness around both established and up-and-coming Nordic brands," says Haraldsson.

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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.