



Press Release

Malmö, Sweden, 14 May 2019

Boozt.com partners with major public races including Göteborgsvarvet and Royal Run, in further commitment to build a leading sport and athleisure offering in the Nordics

With a confident and increasing offering of sports apparel and shoes from leading and up-and-coming brands, Boozt.com is now focused on raising the awareness of that offering to our existing customers as well as potential new customers. With running being a part of many people's lives in the Nordics, we are excited to help create great running experiences.

Running events are great for forging relationships with the customer through an experience. Both with existing customers but also as an entry point for new customers experiencing Boozt.com. This has been seen in our existing commitments including the "Alt for Damerne" race in Denmark, a women-only race, where new customer intake following the races has been strong.

That effort is now being stepped up and Boozt.com is exclusively partnering with several high-profile running events including two of the world's largest: Sweden's Göteborgsvarvet, with more than 60,000 runners expected, and the Danish Royal Run with 81.000 runners signed up. Other races include the IAAF World Cross Country Championships to be held in Aarhus, Denmark this year and Ladywalk with 45.000 participants in 2018.

Being a commercial partner with a digital focus enables great synergies. The race can be promoted to a relevant target group within the 1.4 million active customers on Boozt.com, while at the same time building awareness around the Sports offering on Boozt.com. It also works as a traffic driver to Boozt.com when participants are buying run related merchandise, and when they receive a gift voucher following the completion of the race together with their photo from the event.

Jakob Larsen, Director at Danish Athletic Federation and Henrik Svensson, Sales Director at Göteborgsvarvet comment on the benefits of partnering with Boozt.com:

"By having Boozt.com as our exclusive merchandise partner for Royal Run, we can utilise their expertise within this area and ensure that all participants get a good experience when shopping for merchandise, one that reflects high quality and the Nordic feel we want to create." says Jakob Larsen.

Boozt is a leading, fast-growing and profitable Nordic technology company selling fashion online. The Group generated net sales amounting to SEK 2.8 billion in 2018. 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. 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.

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"Boozt.com has been a strong partner in promoting the race to potential participants. Having them organise the digital journey of the post-race picture of the participants, will increase the overall experience for all our runners." says Henrik Svensson.

The traditional separation of fashion and sport apparel is disappearing and the merger of these - the Athleisure category - is showing very strong growth. Both dedicated sport brands along with fashion brands are increasingly embracing this category, with focus on health and a more casual style. As this is a new area for many brands, the extensive anonymised purchase data generated over the last years on Boozt.com, can help brands make the right design choices when moving into this category.

The sport category now consists of more than 100 brands, including both traditional power brands such as adidas, New Balance and Puma as well as more niche or up-and-coming brands such as adidas by Stella McCartney, Houdini and SKINS which can often be difficult to purchase in a physical store.

"Following the journey over the last years to become a leading fashion destination in the Nordics, aided by partnerships and an active role in creating experiences, we now do the same in the Sport category. Sport increasingly complements shopping for fashion with the casual trend gaining ground, similar to how we see shopping for beauty and fashion being complementary." says CEO Hermann Haraldsson.

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