



## Press Release

Malmö, Sweden, 7 June 2019

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**Boozt.com to become partner and official supplier of formal clothing for the Danish men's national football team strengthening the sports profile and relation to one of the home markets.**

As a Nordic retailer, our ambition is to become the preferred choice for the Nordic customer within our categories. Boozt.com launched in Denmark 8 years ago and today, we are proud to partner with the Danish men's national football team, becoming as their slogan says, "A Part of Something Bigger". Together, with all the Danes, we look forward to supporting the team on the journey to qualify for Euro 2020. In collaboration with Les Deux, a close partner and young successful Danish fashion brand, we will make sure they look good off the field.

The national team unites the nation in a unique way across gender and age groups. And with Copenhagen being one of the host cities for the upcoming Euro 2020, there is an exceptional opportunity for a unifying campaign culminating with a memorable summer of 2020. We are thrilled to show our commitment to activities that bring the Nordic people together.

The partnership between Boozt.com and DBU, the Danish Football Association, is an important step in our journey to increasing the awareness of our sports offering, which will expand into the football category during 2019. We are dedicated to becoming an authentic sports store for all the sports minded people of the Nordics. The category now consists of more than 100 brands, including both traditional, power brands as well as more niche, up-and-coming brands, which can often be difficult to find in a physical store.

In collaboration with Les Deux, a trendy collection has been tailored to the team and will be exclusively available on Boozt.com to all our customers. First styles will be available from today, June 7th.

**For additional information, please contact:**

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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 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](https://www.boozt.com). The company is focused on using cutting-edge, in-house developed technology to curate the best possible customer experience. Besides [Boozt.com](https://www.boozt.com), the company also runs the webstore [Booztlet.com](https://www.booztlet.com) and retail stores Booztlet and Beauty by Boozt in Denmark. For more information, please visit [booztfashion.com](https://www.booztfashion.com).

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