

# Yaytrade

## Yaytrade extends its agreement with J Lindeberg

Ytrade Group AB (publ) (“the Company” or “Yaytrade”) has today entered into an agreement with J Lindeberg AB (“J Lindeberg”) for the expansion and extension of sales of J Lindeberg's samples and overstock from their fashion and golf range. The agreement includes a sale of approximately 7,000 items to start with.

Yaytrade has extended and expanded its partnership with J Lindeberg, which will now also include their men's range in both the fashion and golf segments in addition to sales including women's clothing.

*“We are happy and proud of the continued trust from J Lindeberg, which means an increased number of items and that we will now also be able to drive sales of their fashion verticals in men's fashion and golf clothing. We look forward to future sales with confidence.”*, says David Knape, CEO, Ytrade Group AB (publ)

*“We have chosen to extend our agreement with Yaytrade, as it gives us the opportunity to conduct our annual sample sale despite the current pandemic. We furthermore see it as a sustainable solution to conduct product sales via Yaytrade, and this time we have even chosen to incorporate our menswear and golf lines in the upcoming sample sale.”*, says Ferdi Sajhadi, Head of Retail, J Lindeberg AB

The start of the sale is preliminarily expected to take place on August 25th, 2021. Initially, the agreement will include the sale of approximately 7,000 items.

### **For further information, please contact:**

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### **About Yaytrade**

Ytrade Group AB (publ) is a Swedish fashion-tech company which operates the Yaytrade marketplace. The company was formed in Sweden and registered with The Swedish Companies Registration Office in 2015. The first version of Yaytrade's marketing platform was launched to the public at the end of 2017.

At Yaytrade, individuals can shop for premium fashion and lifestyle products directly from brands selling off their outgoing stock, samples, and returns via “digital pop-up shops”. The company also sells premium second-hand from private individuals and influencers. Community users can create their own e-store and populate it with items from collected via Yaytrade pick-up service as well as post self-created ads. Yaytrade appeals to a chic urban demographic with a striking design which took home a silver medal Swedish Design Prize in 2020 in the e-commerce category. The company's market platform is a proprietary high-tech e-commerce platform where premium fashion meets the circular economy, contributing to more sustainable consumer behaviour which further drives environmentally sound fashion consumption.

The company's Certified Adviser is Eminova Fondkommission AB, phone: +46 (0)8-684 211 10, e-mail: [adviser@eminova.se](mailto:adviser@eminova.se)

For more information, see Yaytrade's website [www.yaytrade.com](http://www.yaytrade.com)