

Yaytrade

Yaytrade enters a partnership with the Ingrid delivery platform

Ytrade Group AB (publ) ("Yaytrade" or the "Company") enters into an agreement with Ingrid, a delivery platform. The agreement means that since the end of September this year, Yaytrade offers its customers a flexible and user-friendly interface to select carriers for the delivery of purchases on the Company's platform.

Ingrid is one of Sweden's most innovative companies in logistics software and checkout processing for e-commerce customers. They currently work with several of the largest e-commerce companies in Sweden, have an international reach, and a history of increasing conversion for their customers while reducing delivery costs.

"Yaytrade is a perfect client for us at Ingrid. They challenge the industry, they think innovatively, and they prioritize the customer experience – just like us. This has made it easy for us to collaborate and is a great foundation for a continuing relationship. Ingrid relies on collaborations like the one with Yaytrade to gain insight into how companies that drive the industry think about the delivery experience, and we look forward to testing and developing more services together in the long term", says Piotr Zaleski CEO and co-founder of Ingrid.

"We are very excited to start the partnership with Ingrid and the team behind the company. The delivery experience platform gives our users the ability to easily choose the carrier and delivery method, giving the customer full freedom of choice and control. Ingrid also has plans for interesting functionality in sustainable transport, which is important to Yaytrade's customers. We look forward to working closely with them to strengthen their offering and concepts which are close to Yaytrade", says David Knape, CEO, Ytrade Group AB (publ).

The agreement means that since the end of September this year, Yaytrade offers its customers a flexible and user-friendly interface to select carriers for the delivery of customers' purchases on the Company's platform.

For further information, please contact:

David Knape, CEO Ytrade Group AB (publ)

E-post: david.knape@vaytrade.com

Phone: +46 70 999 90 09

This information has been published through the agency of the contact person above, at the time specified by Ytrade Group AB's (publ) news distributor Cision upon publication of this press release.

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

For more information, see Yaytrade's website www.yaytrade.com