

Yaytrade

Yaytrade launches a new sales category and concludes an agreement with activewear brand AIM'N

Ytrade Group AB (publ) ("the Company" or "Yaytrade") has entered into an agreement with Aim Apparel AB ("AIM'N") for international sales of overstock and samples.

AIM'N is one of Sweden's hottest brands in premium activewear, with a strong commitment to sustainability and high-quality products.

For the past year Yaytrade has – with a high growth rate – collaborated with many of Sweden's leading premium fashion brands. The digital pop-up concept, coupled with Yaytrade's comprehensive logistics solution, has clearly shown increasing demand. The next natural step for the Company is to target other categories, which will expand its business and develop synergistic cross-selling to its customers.

The activewear segment is next in line. In parallel, the Company is already looking towards further expansion into the Home, Outdoor, Accessories, and Beauty segments.

"We are excited to finally showcase the potency and great scalability of Yaytrade by expanding into more categories, this is another clear demonstration of the problem we are solving and how it sits in unison across segments. To partner with an incredibly fine premium company like AIM'N makes us extremely proud. We have long been impressed by their brand, growth, sustainable approach, and top quality. We are really looking forward to offering Yaytrade customers this great brand as a new partner", says David Knape, CEO, Ytrade Group AB (publ)

"For us at AIM'N it is very important that our products live a long life. Therefore, we have chosen to enter a partnership with Yaytrade. Thanks to their very good and innovative model it is easy to work with them. They have the correct mindset, which goes hand in hand with our own values. We are really looking forward to our collaboration!", Josefine Sjölander, Wholesale Key Account Manager, Aim Apparel AB

The first overstock and sample sale is expected to be released on Yaytrade in November of this year.

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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

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