

Yaytrade

Yaytrade breaks into Breakit's top 99 hottest tech scale-ups for 2021

Ytrade Group AB (publ) ("Yavtrade") is one of the top 99 tech companies qualifying for the list of Sweden's hottest scale-ups. With a high growth rate, Yavtrade ranks at the top of the list in terms of percentage growth and is joined on the list by companies such as Estrid, Budbee, and Stronger.

In just a few years, the Swedish tech industry has grown into one of the world's most vibrant and includes hundreds of companies poised to become global leaders. Now, for the first time, Breakit is naming Sweden's 99 hottest scale-ups, and the list features Yaytrade alongside the likes of Estrid, Budbee, and Stronger.

"We are extremely happy to qualify for the list of Sweden's hottest scale-up companies. We have a very exciting journey ahead of us, where we are distinctly moving from having been a development company to scaling up our business. We have a proven concept, and our journey has only just begun! Our whole team is confidently looking forward to the final period of the year and onwards to 2022. I am extremely proud of our entire team at Yavtrade and the amazing work everyone puts into our venture every day." says David Knape, CEO, Ytrade Group AB (publ)

The article can be read here:

<https://www.breakit.se/artikel/30454/lista-sveriges-99-hetaste-scaleups-mot-bolagen-som-kan-bli-nasta-techjattar>

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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