



Solution International reports 154 per cent growth in e-commerce sales year-to-date

Bedfordshire, 25 June 2026

Solution International Nordics AB (“Solution International” or the “Company”) reports a significant increase in its e-commerce sales, with year-to-date revenue from the Company’s e-commerce operations up 154 per cent compared with the corresponding period last year.

The growth has been driven by stronger marketplace execution, increased product visibility and continued category expansion across the Company’s online sales channels.

The performance reflects the ongoing development of Solution International’s e-commerce strategy, which combines the Amazon Seller and Amazon Vendor models and is supported by both Fulfilment by Amazon (“FBA”) and Fulfilment by Merchant (“FBM”). This multi-channel approach improves product availability, broadens customer reach and enables more efficient distribution across the Company’s relevant online marketplaces.

As part of its wider international growth strategy, Solution International is also continuing to open new European e-commerce channels. The Company has recently secured an Amazon Vendor account in Ireland and expects to launch its e-commerce offering in Germany during the next quarter.

“Our e-commerce performance has strengthened significantly this year, with year-to-date sales up 154 per cent across our online platforms. This reflects the progress we have made, in particular in developing our Amazon strategy. At the same time, we are opening new European e-commerce channels, which serve both as a source of growth in their own right and as a platform for testing demand and building relationships with retail chains in new markets,” says Mark McLoughlin, CEO of Solution International Nordics AB.

While the reported increase relates to current year-to-date performance, the expansion into additional European markets is expected to support future growth by providing access to new customers, new markets and additional revenue opportunities.

E-commerce remains a relatively new initiative for Solution International and does not currently have a material financial impact on the Group’s overall operations. However, the development to date is encouraging, and the Company sees clear potential for the e-commerce business to become an increasingly meaningful contributor to growth over time.

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About Solution International

Solution International designs, manufactures and supplies baby and houseware products, known for high quality and reliable delivery of product innovation. Strategically headquartered in the UK for logistical efficiency, the company maintains in-house teams across product development, design, marketing and logistics (including its own warehouse) to ensure end-to-end supply-chain control