

Freetrailer enters strategic long-term partnership with Het Goed in the Netherlands

Freetrailer Group A/S has signed a strategic long-term agreement with the Dutch second-hand retail chain Het Goed. The agreement includes 58 trailers across 29 locations and is expected to be rolled out during 2026.

The partnership significantly strengthens Freetrailer's presence in the Netherlands.

Since 1 July 2025, Freetrailer's operations in the Dutch market have experienced rapid growth. Based on current agreements and projects in the pipeline, Freetrailer Netherlands is expected to exceed 115 locations and more than 325 trailers in the market by Q1 2026.

Martijn Bijmolt, Operational Director at Het Goed, comments:

"At Het Goed, we work every day to give used goods a second life. With Freetrailer, we can offer a service that makes both shopping and donating easier, while also enhancing our local visibility. The trailers strengthen both the customer experience and the circular economy."

He adds:

"We chose Freetrailer because their solution combines operational reliability, scalability, and ease of use with a clear focus on sustainability. It fits perfectly with our values and allows us to offer a service that creates real value for both customers and donors."

Nicolai Frisch Erichsen, CEO of Freetrailer Group A/S, states:

"We have always had high expectations for the Dutch market—and they are being fulfilled. The agreement with Het Goed for 58 trailers across 29 locations gives us a solid boost and builds on the momentum we have created since July. We are seeing a clear interest in our concept, and we are far from done."

"Het Goed has been a strong and professional partner throughout the process. We experience that the Dutch market responds quickly, which motivates us to accelerate further. We anticipate a significant expansion of our Dutch business in the coming year."

Christian Tepper, Country Manager of Freetrailer Netherlands, adds:

"We've had a strong start in the Netherlands and are receiving great support from both partners and users. The Het Goed partnership is a key step in our continued rollout."

The expansion in the Netherlands is part of Freetrailer's strategic plan, Mont Blanc 2027, which focuses on scalable growth and strengthening international presence.

With the Het Goed agreement, Freetrailer has now signed new agreements covering over 500 trailers since 1 July 2025, all to be deployed in the near future. This development aligns with Freetrailer's guidance of adding more than 1,000 rental units to the market between 1 July 2025 and 30 June 2026.

For more information about Freetrailer A/S:

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About Freetrailer

Freetrailer Group is Europe's largest mobility platform for trailer rentals, with a mission to make it easy to book and borrow a trailer for free through a sharing economy IT platform. With a 100% self-service solution through the Freetrailer app and electronic locks, Freetrailer partners and their customers enjoy full flexibility.

In August 2024, Freetrailer launched its strategic plan, Mont Blanc 2027. Over the next three years, the company will focus on improving the Freetrailer app, expanding market share with both existing and new partners, and strengthening its ONE Team culture. The strategy marks an ambitious journey toward growth and innovation.

Today, Freetrailer Group has a scalable business concept based on an innovative IT platform with global potential. Freetrailer Group A/S was listed on Spotlight Stock Market in 2018.

Ticker code: **FREETR**