

Company announcement
Published: 17 December 2025

Freetrailer and Elgiganten extend partnership with a multi-year renewal - and introduce mesh trailers across the chain

Freetrailer and Elgiganten Sweden are extending their partnership. An existing agreement with a four-year term has now been renewed through a multi-year extension. The extension also includes an expansion of the concept, with mesh trailers to be rolled out gradually across more of Elgiganten's stores.

Elgiganten currently has 156 closed trailers in the solution. With the planned addition of mesh trailers, the partnership will be able to reach far beyond the current set-up - making it even easier for more customers to borrow a trailer in connection with their purchase.

The renewal confirms Elgiganten's focus on a solution designed for high volumes, straightforward day-to-day operations, and a customer journey that works in practice - even when demand is at its highest.

"We always strive to make the purchasing journey as simple and smooth as possible for our customers. That's why we offer several flexible delivery options – from fast home delivery to in-home installation. But sometimes you want to take your new product home directly from the store. In those situations, it's a big advantage to be able to add a free loan trailer through Freetrailer – a partnership we are very pleased with. This way, you can easily transport large products, such as a 98-inch TV, home the same day and enjoy your new experience straight away," says Tony Ottebjer-Winkler, Director of Operations and Sustainability at Elgiganten.

"This agreement has significant potential. The extension is a clear sign that the partnership creates everyday value - for both Elgiganten and its customers. As we now scale up with mesh trailers across more stores, we are taking the next step towards making trailer borrowing even more accessible and frictionless," says Johan Wijkander, Freetrailer.

The expansion with mesh trailers is part of Freetrailer's ambition to keep developing the service together with strong partners - with a focus on availability, quality of delivery, and a smooth experience through the Freetrailer app.

Contact information**Nicolai Frisch Erichsen**

Group CEO, Freetrailer Group A/S
E-mail: nicolai.frisch@freetrailer.com
Phone: +45 26 81 81 28

Press**Sara Lyngsøe**

Group CMO, Freetrailer Group A/S
E-mail: sl@freetrailer.com
Phone: +45 61 10 15 57
Website: www.freetrailer.com

About Freetrailer Group A/S

Freetrailer Group is a Danish technology company with a mission to make it easy to reserve and borrow a trailer free of charge through a sharing-economy IT platform.

With a 100% self-service solution via the Freetrailer app and an electronic lock, Freetrailer's partners and their customers benefit from maximum flexibility. As Europe's largest mobility platform for trailers and cargo bikes, Freetrailer has more than 900,000 users annually.

In August 2024, we launched Mont Blanc 2027 – a strategic plan to improve the app, expand market share, and strengthen our ONE Team culture. The strategy drives our growth and innovation over the next three years. Freetrailer Group has a scalable business concept built on an innovative IT platform with global potential. The company was listed on Spotlight Stock Market in 2018.

Ticker: **FREETR**