

Company announcement
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Freetrailer and Byggmax to end partnership in spring 2027

The current partnership agreement with Byggmax runs until the end of February 2027, and the parties have been unable to reach an agreement on an extension. As a result, the partnership will come to an end. The termination of the agreement does not affect Freetrailer guidance for 2026. As the agreement accounts for less than 3% of Freetrailer revenue, the company does not expect any significant impact, supported by continued growth and ongoing business optimization.

Freetrailer Group A/S has spent more than three months negotiating the framework for a continued collaboration. Unfortunately, the parties have not been able to agree on a new agreement, and the partnership will therefore expire in nine months.

Byggmax has played an important role in the development of the Swedish market since the partnership was established. The collaboration has contributed significantly to building awareness, scale, and availability across Sweden, reaching approximately 117,000 annual rentals. This corresponds to around 3% of total revenue in Freetrailer Group.

The agreement was originally established during a period where the strategic focus was to build a strong market presence and increase accessibility across Sweden. Today, Freetrailer holds a significantly stronger position in the Swedish market and is increasingly focused on optimizing the partner portfolio based on factors such as location quality, rental frequency, local demand, and long-term operational performance.

As part of this ongoing development, Freetrailer continuously evaluates how partnerships contribute to both growth and profitability. While all locations can support market expansion in earlier phases, the long-term focus remains on ensuring strong utilization and attractive economics across the network.

“We are always disappointed when partnerships come to an end, and Byggmax has been an important partner in building our Swedish market, where the collaboration has contributed to creating both scale and awareness of Freetrailer. As the agreement runs until the end of February 2027, we have time to work purposefully with alternative locations, new partner dialogues, and optimisation of Swedish capacity. Our ambitions in Sweden remain unchanged, but we must develop the market in the right way – with strong locations, high-capacity utilization, and partnerships where both parties actively contribute to creating results,” says Thomas Zeihlund, Group CEO of Freetrailer Group A/S.

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About Freetrailer Group A/S

Freetrailer was founded in 2004 with a simple idea: to make it easy to borrow a trailer whenever you need one. Today, we operate an international platform that connects partners and users and makes local transport more accessible.

Freetrailer is Europe's leading sharing-based solution for the rental of trailers and electric cargo bikes. The platform has been expanded with additional rental products tailored to local needs. Through a self-service app and digital locking systems, we create flexibility where it delivers the greatest value.

At the same time, our rental units function as mobile advertising spaces in the urban environment, creating visibility for our partners close to their customers. This makes Freetrailer an effective combination of transport and local marketing.

Freetrailer Group A/S was listed on Spotlight Stock Market in 2018.

Ticker code: FREETR