

Company announcement  
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# Freetrailer and Elgiganten expand partnership to meet strong customer demand

**The expansion follows continued growth in demand, as Freetrailer's self-service platform has made it easier for Elgiganten customers to transport larger purchases home.**

After more than seven years of collaboration in Denmark, Freetrailer Group A/S and Elgiganten A/S are expanding their partnership and increasing the number of trailers available nationwide. Following the expansion, Elgiganten now offers 148 Freetrailer trailers across Denmark.

## **Jackie Palsgreen, Head of Marketing & eCommerce at Elgiganten A/S, comments:**

"At Elgiganten, we are constantly working to make life easier for our customers. When purchasing larger products such as home appliances or TVs, transportation should be simple, accessible, and easy to use.

That is why Freetrailer has become our preferred trailer rental solution. We have increased the visibility of the service both in our stores and on our local store websites, where customers can see how many trailers are available nearby and easily reserve one through the Freetrailer app.

What makes Freetrailer particularly strong is its ease of use for customers. It is a natural extension of our service offering and is readily available at our stores. Freetrailer is the market leader in trailer rentals and provides users with a reliable, convenient, and stable solution.

For that reason, it is a natural step for us to expand the partnership, allowing even more customers to transport their larger purchases home with Freetrailer."

## **Thomas Zeihlund, Group CEO of Freetrailer Group A/S, says:**

"We are proud of our seven-year partnership with Elgiganten, and this expansion demonstrates the strength of the Freetrailer platform. Elgiganten provides the locations, parking facilities, and physical customer traffic, while Freetrailer brings the users, technology, and digital access to the trailers.

Together, this creates a solution that addresses a real transportation need for consumers while generating value for Elgiganten through an improved customer journey and increased local visibility when the trailers are on the road. For Freetrailer, it further strengthens our position as the go-to self-service platform in Denmark."

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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