

Company announcement
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jem & fix expands Freetrailer partnership nationwide to support continued growth in Sweden

Freetrailer Group A/S and jem & fix have entered into a new long-term agreement to expand their partnership across Sweden. The agreement adds 147 trailers and increases jem & fix's Freetrailer fleet by 66%, from 222 to 369 trailers. The nationwide rollout will begin in 2027.

Growth at Freetrailer is not only about entering into new partnerships. It is also about creating more value with the partners already in our network. The new agreement with jem & fix is a clear testament to the value the partnership creates for both companies: Freetrailer gains attractive locations at popular jem & fix stores, while jem & fix gains local brand visibility and customer traffic that can create additional in-store sales.

Importantly, 121 of the 147 trailers will be redeployed from existing Swedish capacity that becomes available in 2027 following a previously announced change in Freetrailer's partner portfolio. The agreement secures new long-term placements for this capacity, allowing it to remain active in the network and positioned to continue generating rentals and revenue.

The 147 additional trailers will be distributed across 51 locations and will consist of open trailers, mesh-sided trailers and enclosed cargo trailers. The broader mix will give customers greater flexibility, whether they need to transport purchases, complete a home improvement project, move or make a trip to the recycling centre.

Under the long-term agreement, Freetrailer will be jem & fix's exclusive provider of trailer rental solutions in Sweden. The agreement also provides a framework for supporting future expansion of the jem & fix network of stores in Sweden.

Fredrik Hennings, CEO of jem & fix, says:

"When the opportunity arose to expand our partnership nationwide, we didn't hesitate. The agreement supports the jem & fix ambition to grow in Sweden, where local visibility and more customers in the stores are essential – and these are essential values of our partnership with Freetrailer.

The trailers also make larger purchases easier and carry the jem & fix brand far beyond our stores. That is the platform effect we value: a practical need brings the customer to our location, the visit can lead to additional business, and the trailer creates continued local visibility.

Freetrailer is also simply very easy to work with. They understand retail, things move quickly and we have a very straightforward way of working together. That suits us very well. We have big ambitions for jem & fix in Sweden, so it feels good to have a partner that wants to move forward at the same pace."

Thomas Zeihlund, Group CEO of Freetrailer Group A/S, comments:

"When a long-standing partner like jem & fix chooses to expand the partnership this significantly, I see it as one of the strongest endorsements we can receive. It makes me genuinely proud, because it shows that Freetrailer is creating lasting value not only for the users, but also within the partner's business and customer experience.

I am particularly pleased that we are taking this next step together with Fredrik and the entire jem & fix team. Their energy, pace and focus on the customer closely match our own. The 147 additional trailers are not an achievement in themselves – they are a commitment. Each one must be placed correctly, activated quickly and create value. Technology makes Freetrailer scalable. Relationships like this one make us relevant."

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About jem & fix

jem & fix is a discount DIY retail chain specializing in building materials, home, and garden products. It is part of a family-owned group together with Harald Nyborg and Daells Bolighus. The company was founded in Denmark in 1988, and its first stores in Sweden opened in 2005.

Since then, jem & fix has expanded steadily and today has more than 240 stores across Sweden, Denmark, and Norway, making it the Nordic region's leading discount DIY retailer. In 2025, jem & fix Sweden was named "DIY Retailer of the Year" at the Market Awards and also received the "Sweden's Best Marketing Director" award from the magazine Resumé. Today, jem & fix Sweden has more than 700 employees, with its Swedish headquarters and e-commerce warehouse located in Svalöv.

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