

Company Announcement
Published: 17 September 2026

Freetrailer launches new growth strategy with revenue ambition of up to DKK 500 million by 2030

Freetrailer Group A/S today launches its Free to GROW growth strategy towards 2030. The ambition is to reach a revenue level of up to DKK 500 million, an EBIT margin of around 20%, and 5 million annual rentals. Growth will, among other things, come from more trailers and partners, higher utilisation of the existing fleet, new products and services, and expansion into new European markets.

With 22 years of experience as a sharing-economy provider of trailers, Freetrailer today has a historically strong foundation for growth, supported by years of documented evidence of a healthy and growing business, a scalable rental platform and a favourable position across the company's European markets. With the ambitious Free to GROW strategy, Freetrailer is now setting significantly higher ambitions for the scale of the company and its position in Europe. In the current financial year, Freetrailer expects revenue of DKK 178–185 million and has raised its guidance for both revenue and earnings during the year. With Free to GROW, the company is now setting the direction for its next phase of growth towards 2030.

5 million rentals and more than 25,000 trailers

Free to GROW sets both financial and operational ambitions for Freetrailer towards 2030:



** Guidance for the 2026 financial year. ** Latest published annualised level. *** Freetrailer currently reports registered app users, whereas the 2030 ambition is based on active users.*

“During 2026, we have raised our guidance for both revenue and earnings, announced a DKK 20 million share buyback programme, accelerated the growth of our fleet more than ever before, and since day one of my tenure as CEO, Freetrailer has been preparing for a transformation with a view to international scaling. Our ambition is now to reach a revenue level of up to half a billion Danish kroner by 2030,” says CEO Thomas Zeihlund.

Investing in long-term growth with sound commercial discipline and close partnerships

Over the past six months, the Board of Directors has developed strong ownership of the 2030 strategy through the strategy process and supports the vision set out by management, including investments in long-term growth combined with a continued focus on profitability and financial responsibility. According to Freetrailer CEO Thomas Zeihlund, the market potential remains significant, both within traditional trailer rental and among the many users who currently own or borrow a trailer.

“Through a series of well-timed investments in Freetrailer’s growth journey, we have built a future-ready strategic platform and invested purposefully in the organisation and the team, including expanding our sales force. With our strong financial and organisational foundation in place, our 2030 strategy sends a very deliberate signal that we are taking a far bolder approach than ever before, and that also means investing purposefully in long-term growth. At the same time, we have an ambition of an EBIT margin of around 20% by the end of the strategy period, which underlines that growth and long-term profitability must go hand in hand,” says CEO Thomas Zeihlund, who continues to have strong confidence in partner-led growth and Freetrailer’s ambition to move ever closer to its users.

“Freetrailer has strong confidence as an organisation, and we are prepared to speak directly with partners about the real value we create – supported by documentation showing that partners achieve additional value by being part of the Freetrailer platform.

This year, we have renewed our agreement with IKEA, expanded our partnership with jem & fix in Denmark and Sweden, and extended our agreement with Elgiganten to cover all three Nordic countries. Major partners are renewing and increasing their commitment, our employees are thriving, and our users give us a Trustpilot score of 4.8. This vote of confidence strengthens our belief that we can achieve our growth ambitions,” says CEO Thomas Zeihlund.

Four growth tracks will drive Free to GROW

The Free to GROW strategy is built around four growth tracks: **G**o-to choice, **R**ight where needed, **O**pen opportunities and **W**in new markets.

The strategy focuses on making Freetrailer the natural choice for users, increasing availability where transport needs arise, creating new revenue and growth opportunities in and around the existing platform, and developing a more structured and data-driven model for scaling in both existing and new markets. Freetrailer will continue to invest in technology, data, AI, the organisation and

scalable processes to support the company's next phase of growth and convert its momentum into an even greater lead.

"When I joined as CEO earlier this year, I was quickly reassured of just how significant our potential is and how strong our position is. We have a simple solution, strong partners and a platform that can be scaled far beyond where we are today. Freetrailer was born out of the globally growing sharing economy and has accumulated 22 years of experience in increasing accessibility and improving the customer experience. Convenience and community are therefore fundamental parts of our DNA, and we have several initiatives in the pipeline that will make the user experience even better," says Thomas Zeihlund, who remains confident about the future competitive landscape.

"At present, we experience the strongest competition in Sweden, and we welcome it, as competition is traditionally associated with improved product quality and innovation, while also meaning that there are more of us contributing to increasing awareness of the category. In a new market such as Germany, for example, we still have to do much of the work ourselves to make users and partners aware that renting a trailer is an easy alternative to owning one or having to borrow one from a neighbour."

Focusing on the occasion behind the rental and our users' life situations

According to Thomas Zeihlund, sharing-economy solutions are becoming an increasingly natural part of everyday life, particularly for assets that are expensive to purchase and are not used every day. At the same time, Freetrailer continues to move closer to its partners and their customer groups.

"We solve practical needs and logistical challenges for tens of thousands of people. We do not simply think about trailer rentals – we think about the occasion behind the rental, about solving problems for our users and helping them become more self-reliant. We want to encourage people to step away from their screens and raise their ambitions and enjoyment of moving things from A to B, building, modernising, reusing or growing something in the garden for the whole family to enjoy," says CEO Thomas Zeihlund, who sees himself as part of the community of Freetrailer users, with the same desire for self-reliance in activities that support family life and changing life situations.

Freetrailer: A partner for people who take action

"Our users remind me a lot of myself. I also want to be able to take on projects and transport things myself. With a Freetrailer, you can be more ambitious and efficient when it comes to gardening, building projects, larger shopping trips and visits to the recycling centre. We love people who take action and pursue their dreams, and we therefore want to be the partner standing behind the user, both in everyday life and as their circumstances change. Whenever a logistical challenge arises, Freetrailer should be the most natural transport solution," says CEO Thomas Zeihlund, who, with the strategic direction now established, will stay the course towards the 2030 horizon.

"We will invest and prioritise carefully along the way. Not everything needs to happen at once, but what we do must be scalable. Technology gives us reach. Our relationships with users and partners make us relevant. That is the combination we will continue to build on towards 2030," concludes CEO Thomas Zeihlund.

Investor webinar

Free to GROW will be presented at an investor webinar on **17 September 2026 at 10:30 CEST**.

Group CEO Thomas Zeihlund will present the strategy and the ambitions towards 2030, followed by an opportunity to ask questions to management.

Registration is required.

Registration:

<https://freetrailer.webinargeek.com/strategy-towards-2030>

For more information about Freetrailer Group A/S, please contact:

Thomas Zeihlund, Group CEO | thomas.zeihlund@freetrailer.com | +45 41 50 50 00
Press: Sara Lyngsøe, CMO | sl@freetrailer.com | +45 61 10 15 57

About Freetrailer Group A/S

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

Freetrailer is Europe's largest mobility platform for trailer rental. The platform has been developed around local needs, and through a self-service app and digital locking systems, we provide flexibility where it creates the greatest value.

Our rental products also serve as mobile advertising spaces in urban environments, 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**