

Company announcement
Published: 2. October 2026

Freetrailer expands Hass + Hatje partnership from 2 to 48 trailers in Northern Germany

Freetrailer Group A/S is significantly expanding its partnership with German building materials and do it-yourself-retailer Hass + Hatje under a new long-term agreement. The cooperation will grow from one to 17 locations across Northern Germany, strengthening Freetrailer's regional density with an established partner.

The agreement with the Hass + Hatje Group covers ten hagebaumarkt locations and seven building centres.

A strong regional brand and a natural fit for Freetrailer

Hass + Hatje is a fourth-generation family-owned company with more than 90 years in the market and around 1,000 employees. The group operates building centres and hagebau stores with garden centres across Northern Germany, serving customers across building, renovation, DIY and garden projects with a strong focus on service and local customer relationships.

Larger purchases often come with an immediate need for transportation, making Freetrailer a natural part of the customer journey. With Freetrailer, Hass + Hatje can offer customers a simple way to get their purchases home, while the trailers are available to everyone in the local area. At the same time, the branded trailers extend Hass + Hatje's visibility beyond the stores and support Freetrailer's aspiration to become the natural choice for everyday transportation needs - wherever you are.

For Freetrailer, the expansion combines two important elements of the company's growth model: growing with an existing partner and increasing density in a region where Freetrailer already has a partner network and operational setup.

Marwin Drews, CEO, Hass + Hatje, comments:

"Our goal is to help customers complete their projects, and that also means making it easy to get their purchases home. Customers do not always know in advance how much they will end up buying, particularly when it comes to building materials, garden products and larger items. With Freetrailer available directly at our locations, we can offer a practical solution exactly when the need arises and strengthen the service we provide locally."

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

"I'm particularly pleased that this is an expansion of an existing relationship. Hass + Hatje is a strong regional brand with large-format locations and a customer journey where transport is often the final

piece of the purchase. Going from two trailers at one location to approximately 48 across 17 locations tells us that the service is creating value in practice - for the partner and for its customers.”

“The geography matters too. The locations are concentrated in Northern Germany, where we already have partners and an established operational setup. That gives us greater density and allows us to scale in a disciplined way. Technology makes Freetrailer scalable, but strong partner relationships are what make us relevant.”

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.

In September 2026, Freetrailer launched Free to GROW, the company’s strategy towards 2030. The strategy aims to make Freetrailer the natural choice for everyday transportation needs, with the overall ambition of reaching 5 million annual rentals by 2030.

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

Ticker code: **FREETR**