Press release
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Freetrailer and POWER Sweden sign exclusive five-year agreement – potential to expand from 25 to around 60 stores

Freetrailer Group A/S and consumer electronics retailer POWER Sweden have extended their partnership through a new exclusive five-year agreement. Freetrailer is currently present at 25 of POWER's 30 stores in Sweden, with a total of 96 trailers. With POWER planning to open around 30 additional stores over the next five years, there is potential to more than double the number of stores covered by the partnership.

The branded trailers already provide visibility for POWER. Both parties now see opportunities to develop joint marketing activities, making more active use of the trailers alongside other channels across Freetrailer and POWER, including the Freetrailer app, POWER stores and the parties' digital channels. The aim is to make the service more visible to customers while strengthening POWER's local presence.

A valued partnership with growth potential

Freetrailer's trailers at POWER are very popular with users. In addition to making it easy for customers to transport larger purchases home, they serve as mobile advertising spaces. Featuring POWER's branding, the trailers provide visibility far beyond the stores – on the roads, in residential neighbourhoods and in the places customers visit in their everyday lives.

– For us, growth is not just about finding new partners; it is equally about developing the partnerships we already have. POWER's decision to extend the partnership and grant us exclusivity is a strong vote of confidence. Its ambitious expansion plans give us the opportunity to reach more users and establish ourselves in new locations. These are precisely the kinds of long-term partnerships we want to continue building on, says Thomas Zeihlund, Group CEO of Freetrailer Group A/S.

For POWER, the combination of customer convenience and brand visibility is an important part of the partnership.

– We want shopping at POWER to be straightforward, all the way to getting your purchase home. If you've bought a large television or a new washing machine, transport should not be the part that makes things complicated. But the great thing about the trailers is that they also create value well beyond our stores. They are visible on the roads, with our brand on the sides. We have expanded POWER rapidly in Sweden and know how important it is both to be seen and to remain relevant. As we continue to expand, it makes perfect sense to bring a solution that provides a service to customers while strengthening our presence in every new location, says Magnus Kreuger, Managing Director of POWER Sweden.

More than just trailers

The renewed agreement is aligned with Freetrailer's Free to GROW growth strategy, in which developing existing partnerships and increasing local presence are key elements of the ambition to reach 5 million annual rentals by 2030.

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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 when needed. 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 hire. The platform is designed to meet local needs and, through a self-service app and digital locking systems, provides flexibility where it creates the greatest value.
Our rental products also serve as mobile advertising spaces in urban areas, 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 through to 2030. The strategy aims to make Freetrailer the natural first choice for everyday transport needs, with the overarching ambition of reaching 5 million annual rentals by 2030.
Freetrailer Group A/S was listed on Spotlight Stock Market in 2018.
Ticker: **FREETR**

About POWER Sweden
POWER entered the Swedish market in autumn 2023 and has since grown into one of the country's larger consumer electronics chains, with 30 stores and more than 1,000 employees.
Over the next five years, POWER plans to open around 30 additional stores across Sweden. POWER Sweden is part of POWER International, one of the Nordic region's largest consumer electronics chains, with more than 260 stores in Norway, Sweden, Denmark and Finland.