Company news
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# Freetrailer and Silvan enter into four-year agreement with a significant expansion of trailer fleet in Denmark

**Freetrailer Group A/S has entered into a four-year agreement with DIY retail chain Silvan A/S, which will increase its trailer fleet by more than 40 %. The agreement also includes an ambition to launch new products and integrate Freetrailer's transport solutions more closely into Silvan's customer journey.**

The agreement marks a significant step forward in the partnership with Silvan, which dates back to 2010. Silvan has played an important role in shaping Freetrailer into the company we know today. According to Freetrailer's management, the four-year term, compared to previous two-year agreements, reflects a move towards even closer collaboration.

The agreement, Freetrailer's largest-ever agreement in a single national market, also includes several other key elements. The agreement also aims to increase the visibility of the partnership between Freetrailer and Silvan. This shared visibility is intended to make the solution more recognisable to customers and strengthen both companies' brands.

## A popular partnership with continued growth

Trailer rentals have for years been a popular part of Silvan's overall customer offering, and Silvan is among the Freetrailer partners with the highest number of rentals per trailer. Given the value created for both parties, increasing the number of trailers was a natural choice. Today, Freetrailer has 538 trailers across 39 Silvan stores in Denmark. Under the new four-year agreement, the fleet will expand by more than 40 %, while both partners will continue working to increase rental activity.

*"For more than 15 years, Freetrailer has built a strong partnership with Silvan, and it is a real vote of confidence in Freetrailer that we are now expanding the agreement by more than 40 % and doubling its term to four years. Silvan's customers have really embraced Freetrailer, so increasing the number of trailers was a natural step for both parties"*, says Thomas Zeihlund, Group CEO of Freetrailer Group A/S.

With limited parking spaces outside Silvan's Danish stores, expanding the partnership has required a more creative approach, in which Freetrailer's in-depth data insights have played a crucial role, according to Thomas Zeihlund.

*"Increasing the number of trailers is not an end in itself, but a means of driving more trailer rentals. Our ambition is to make Freetrailer the natural choice for people in Denmark whenever they need a trailer, and our many strong and increasingly close partnerships are crucial to achieving this,"* says Thomas Zeihlund, Group CEO of Freetrailer Group A/S.

## New commercial opportunities and a stronger customer experience

Silvan's ambition is to be the preferred supplier for people in Denmark when moving home. This requires the right offering, from moving boxes and accessories to the transport itself. Freetrailer plays a central role in Silvan's overall customer experience.

In recent years, Silvan has offered the "moving trailer" as a unique product, and under the new agreement, the partners intend to develop this product further. The agreement also includes closer digital integration between shopping and transport to support Silvan's growing market share in online retail.

*"We want to make moving home easier for our customers, and Freetrailer is an important part of our moving concept. It is a service our customers really appreciate.*

*With more trailers, we can make the offering even more accessible. At the same time, we see opportunities to integrate transport more closely into our customers' shopping and planning, both in stores and online. This creates value for our customers and for our business*," says Klaus Dolmer, CEO of Silvan A/S.

## Free to GROW: Further growth through existing partnerships

A key element of the Free to GROW strategy is to create greater value from Freetrailer's existing partner network. The expansion with Silvan is a concrete example of this strategy, combining increased capacity with closer commercial collaboration and new opportunities to increase rental activity at existing locations.

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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 largest mobility platform for trailer rentals. The platform is designed to meet local needs, and through a self-service app and digital locking systems, we create flexibility where it delivers the most value.

Our rental products also serve as mobile billboards in urban spaces, 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 whenever everyday transport needs arise, with the overarching ambition of reaching 5 million annual rentals in 2030.

Freetrailer Group A/S was listed on Spotlight Stock Market in 2018.
Ticker code: **FREETR**

Read more at www.freetrailer.com/dk.

## About Silvan A/S

Silvan is one of Denmark's leading DIY chains, with a nationwide network of stores and an online shop. Since 1968, the company has helped Danish customers with DIY projects and offers a wide range of building materials, tools and products for the home and garden.

Silvan focuses on making it easy for customers to complete their projects through accessible stores, advice and practical services, including trailer rentals.

Read more at www.silvan.dk.