



THiS Group has signed a sponsorship agreement with the Swedish Surfing Association

THiS Less-is-more Group AB (“THiS Group”) has signed a sponsorship agreement with the Swedish Surfing Association. Through the sponsorship agreement, THiS Group will play an important role for the Swedish Surfing National Team in their journey towards the European Championship in Denmark in 2022 as well as the World Surfing Games in El Salvador in 2023 and the Olympics in France in 2024.

THiS Group will support the Swedish Surfing Association and the Swedish Surfing National Team through its own Sureka® solution that includes stevia and other plant-based ingredients for sugar reduction.

- I am happy that we have come to an agreement and that together we can create value for a better society and a better planet. Together we can create the beautiful butterfly effect, says Peter Klang, board of directors' member of the Swedish Surfing Association.

- Being a proud sponsor of the Swedish Surfing Association enables THiS Group and Sureka's® visual appearance globally. Sureka's® sugar replacement solution has been developed over decades and now is the time to launch Sureka®, both nationally and internationally. Therefore, the collaboration with the Swedish Surfing Association is the right way to go, says Ali Farmandeh, CEO of THiS Group.

For more information visit:

Swedish Surfing Federation: <https://www.surfforbundet.se/>

THiS Group: <https://thisgroup.se/>

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THiS Less-is-more Group AB is building a company group with a focus on health and a healthy lifestyle. These companies share the need for centralized digitization, distribution and commercialization of products and services, and through sustainable business will contribute to reducing the incidence of obesity, type 2 diabetes, cardiovascular disease and other public diseases.