



## **Sportamore wins award for e-retailer of the year 2019**

The E-commerce of the year award is being presented for the sixteenth consecutive year by PriceRunner and this year Sportamore wins in the category Clothing and accessories. The award is based on customers' reviews after purchases, votes from customers and the actual shopping experience.

"We are proud and happy about winning the E-commerce of the year award, especially since it is based on the customers' perception of Sportamore. 2019 will be an exciting year for us as we focus on a major rebranding work to strengthen the customer's relationship with Sportamore, which will increase traffic and growth", says Johan Järnliden, Chief Marketing Officer at Sportamore.

New for this year is also that the shopping experience has been evaluated using mystery shopping. The most important aspects that form the basis of the assessment are high availability, price, efficient deliveries, environmental friendly shipments and dedicated customer service. The motivation for Sportamore's award is:

"In addition to very high availability, fast deliveries, clear information and many delivery options, Sportamore exhibits excellent return management with pleasant and helpful customer service. This, together with an environmentally friendly approach to consumer shipments, makes Sportamore a winner in its category."

For more information, visit [www.sportamore.se](http://www.sportamore.se) or contact:

Johan Ryding, CEO

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### **About Sportamore**

Sportamore AB (publ) is the Nordic region's leading and fastest growing technology company that sells sport-related products online. In 2018, the Group had sales of SEK 947 million. In May 2015, Sportamore was listed on NASDAQ Stockholm, and has won prizes for the Year's Online Store, E-Commerce of the Year, and won the award as the Customer Service of the Year. In 2018, Sportamore and Sportamore Outlet had over 54 million visitors. Sportamore sells over 30,000 products from around 300 different brands representing more than 30 different sports. Sportamore always has focused on an attractive customer offering through free shipping, free returns, 30-day purchase and price guarantee.

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