

PRESS RELEASE

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mResell establishes presence in the UK through strategic partnership with Reuse Technology Group

mResell is entering the UK market through a strategic collaboration with Reuse Technology Group – marking another milestone in mResell's European expansion. The parties intend to establish a joint venture company during 2026/27.

mResell Holding AB ("mResell"), one of Europe's leading players in circular IT and refurbished IT products, has entered into a collaboration agreement, in early July 2026, with the UK company Reuse Technology Group Ltd ("Reuse Technology"). The collaboration establishes mResell in the UK market and represents an important step in the company's European expansion.

The collaboration is structured in two phases. In the first phase, the parties will begin a profit-sharing partnership in which mResell's proprietary European platform for sourcing, refurbishment, quality assurance, and logistics is combined with Reuse Technology's local market presence, customer relationships, and operations in the UK. The parties have agreed that, provided the evaluation phase develops as planned, they will establish a joint venture company for the UK operations by the turn of 2026/2027.

The collaboration creates conditions for a fast and capital-efficient entry into the UK market.

"The UK is one of Europe's largest markets for refurbished electronics. Through this collaboration, we combine our proprietary European platform with Reuse Technology's local market presence and customer relationships. This gives us strong conditions to establish a competitive operation in an efficient and capital-efficient manner," says Patrik La Placa Christiansen, CEO of mResell Holding AB.

"This collaboration brings together two strengths. Reuse Technology has built a strong position in the UK market through high quality and close customer relationships, while mResell contributes a proprietary European platform and proven operational experience in refurbishing and selling refurbished IT products. Together, we create a strong foundation for driving the development of the circular IT market in the UK," says Emeka Nwadike, CEO of Reuse Technology Group Ltd.

About mResell

mResell is a leading player in the refurbishment and sale of used IT products. The company operates in 13 countries and has served over 300,000 customers. Through a proprietary, data-driven platform, mResell optimizes sales in real time to maximize margins, accelerate inventory turnover, and enable continued growth within the circular economy.

About Reuse Technology Group

Reuse Technology Group is a leading player in IT asset disposition (ITAD), reuse, and recycling of IT equipment in the UK. The company was founded by industry experts with decades of experience and helps businesses of all sizes manage their IT assets securely and responsibly, with a focus on data protection, regulatory compliance, and sustainability. Through close customer ownership, Reuse Technology ensures every project is handled with high expertise and personal follow-up, from data destruction to refurbishment and environmental reporting.

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