

PRESS RELEASE

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mResell enters the Czech Republic and Slovakia through partnership with Refurbed

mResell takes the next step in its European growth journey and enters the Czech Republic and Slovakia in partnership with Refurbed. The launch takes place on Tuesday, 1 September 2026, bringing mResell's presence to 15 markets.

mResell Holding AB ("mResell"), one of Europe's leading players in circular IT and refurbished IT products, today, Tuesday 1 September 2026, launches its operations in the Czech Republic and Slovakia in partnership with the Austrian company Refurbed GmbH ("Refurbed"). The launch marks an important step in mResell's European expansion.

The partnership combines mResell's in-house platform for sourcing, refurbishment, quality assurance and logistics with Refurbed's established marketplace and local customer base in the new countries. Through the partnership, consumers in the Czech Republic and Slovakia gain access to mResell's range of quality-assured refurbished IT products from launch day.

"The Czech Republic and Slovakia are natural next steps in our European expansion. Through the partnership with Refurbed, we can combine our in-house platform with their strong marketplace and local customer base, increasing the exposure of our offering to new customers and building further on the foundation for continued volume growth. The partnership creates the conditions for a fast and capital-efficient entry into these markets," says Patrik La Placa Christiansen, CEO of mResell Holding AB.

About mResell

mResell is a leading player in the refurbishment and sale of pre-owned IT products. The company operates in 15 countries and has served more than 300,000 customers. Through an in-house, data-driven platform, mResell optimises sales in real time to maximise margins, speed up inventory turnover and enable continued growth within the circular economy.

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