

PRESS RELEASE

Stockholm, 7 September 2026

mResell continues its European expansion with entry into Denmark

Following last week's launch in the Czech Republic and Slovakia, mResell takes the next step in its European growth journey with entry into Denmark, in partnership with Refurbed. The launch takes place on Monday, 7 September 2026, bringing mResell's presence to 16 markets.

mResell Holding AB ("mResell"), one of Europe's leading players in circular IT and refurbished IT products, announced last week its entry into the Czech Republic and Slovakia in partnership with the Austrian company Refurbed GmbH ("Refurbed"). Today, Monday 7 September 2026, the company takes the next step in the same expansion and launches its operations in Denmark as well.

As in the Czech Republic and Slovakia, 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 Denmark. Through the partnership, Danish consumers gain access to mResell's range of quality-assured refurbished IT products from launch day.

"We are now continuing the journey we began in the Czech Republic and Slovakia by taking the next step and entering Denmark as well. 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 the Danish market," 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 16 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.

For more information, please contact:

Mathias Linder, COO, mResell Holding AB (publ)

E-mail: mathias.linder@mresell.com

M: +46 703-82 51 55