

PRESS RELEASE

Stockholm, 19 October 2026

mResell launches seven new markets in partnership with Refurbed

mResell continues its European expansion and today launches operations in Croatia, Slovenia, Bulgaria, Luxembourg, Estonia, Latvia and Lithuania in partnership with Refurbed. mResell is thereby present in 23 markets.

mResell Holding AB ("mResell"), one of Europe's leading players in circular IT and refurbished IT products, today, Monday 19 October 2026, launches its operations in seven new markets in partnership with the Austrian company Refurbed GmbH ("Refurbed"). The launch follows the establishments in Czechia, Slovakia and Denmark in September and broadens the company's geographic presence across the Baltics, Benelux and Central and Southeastern Europe.

The partnership builds on the same model as before: mResell's proprietary platform for sourcing, refurbishment, quality assurance and logistics is combined with Refurbed's established marketplace and local customer base. The platform is built to scale, enabling new countries and sales channels to be added quickly and without significant additional investment. From launch day, consumers in the seven countries have access to mResell's range of quality-assured refurbished IT products.

"With seven new countries at once, we are accelerating our European growth journey. The partnership with Refurbed has proven to be a fast and capital-efficient way to reach new customers, and we are now scaling the model across significantly more markets simultaneously. This broadens the exposure of our offering and strengthens the foundation for higher volumes going forward," says Patrik La Placa Christiansen, CEO of mResell Holding AB.

About mResell

mResell is a leading player in the refurbishment and sale of IT products. The company operates in 23 countries and has served more than 300,000 customers. Through a proprietary, 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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