

E-Square Press Release

9th September 2016



E-Square welcomes new member from Sweden, retailer Tretti AB.

E-Square, the international buying and service group is delighted to announce the addition of Tretti AB in Sweden as its newest member.

E-Square's Danish member, WhiteAway, has bought Tretti AB, which is an important step for the WhiteAway Group towards the objective of being the consumer's preferred choice throughout The Nordic region.

Tretti was established in 2004 and is the leading online retailer in Sweden. Tretti AB consists of the website tretti.se, a mega store outside Stockholm, as well as an on line presence across the Nordic Region. Tretti sells white goods, small domestic appliances as well as products for the home and garden.

The CEO of WhiteAway Group, Johannes Gadsbøll, comments this acquisition: "We have the opportunity to work with a really well-functioning business. In 2015 Tretti generated an EBITDA just above 3.5 million DKK (470.000 Euro) and the company has a major growth potential. I truly respect the employees at Tretti and their ability to create results. They are especially great at creating a unique customer service, which is something I really value."

Paul Tyson, Managing Director of E-Square states: "Tretti is a great addition for the E-Square group and WhiteAway. We look forward to the roll out of new Tretti branded stores in Sweden as the WhiteAway Group of companies continues its Omni channel roll out across the Nordic region. By welcoming another market leader such as Tretti into our international network we make an important step into a market where we see great potential for continued development. We look forward to working closely with WhiteAway and Tretti in the coming years."

The partnership between E-Square and Tretti comes into effect on 1st of September 2016.