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## ELLOS GROUP SETS IT SIGHTS ON EUROPE

**Ellos Group will be making strides into Europe at year-end with its market-leading home furnishings offer, under proprietary brand Jotex. The success of home furnishings has been significant in recent years, and Jotex will be the first group brand to be fully launched outside the Nordic region.**

Ellos Group has taken the decision to further expand its scalable business model and e-commerce platform in Europe and, in an initial step, will be offering customers home furnishings online in several European countries. In recent years Ellos Group has experienced strong growth within home furnishings in the Nordic region, thanks to a unique, attractive and comprehensive range of products and spearheaded by the strong growth of Jotex, with its successful focus on inspirational home furnishings and social media influencer collaborations.

'Launching our own brands outside the Nordic region is an important step in Ellos Group's strategy. With our scalable model, common commercial plan, shops online and unique product range, we can expand relatively simply into additional markets and add more brands in Europe. It is very exciting to now fully launch Jotex in Europe,' says Hans Ohlsson, CEO of Ellos Group.

Jotex has experienced strong growth in recent years and achieved many successes. In 2018 Jotex established a partnership with Westwing, a leading European e-commerce platform, and has since become one of the fastest-growing brands in several countries. Its strengths lie in its contemporary home furnishing style, which is well received in many different markets. The next step is now being taken with the launch of the brand in Germany, Holland and Belgium at year-end, and in Poland in early 2021. The plan is then to continue the expansion in Europe.

'Jotex has had a fantastic development in recent years, and our brand holds a unique position and is highly attractive. We have clear indications that there is demand for our home furnishing products in several European markets and it is now time for us to step fully out into Europe. It is particularly gratifying that the European venture also means that Jotex will be hiring new employees with backgrounds in fashion and home furnishings and with local language skills,' says Peter Keerberg, CEO of Jotex.

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## ABOUT ELLOS GROUP

Ellos Group – with online stores Ellos, Jotex, Stayhard and Homeroom – is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we constantly strive to develop and offer attractive, sustainable fashion and home furnishings for the entire family. Our focus is always on the customer. Through innovation, creativity and sustainability, we continuously seeking new avenues, both large and small. Ellos Group is headquartered in Borås and has operations in all Nordic countries.

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