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JOTEX LAUNCHED IN THE NETHERLANDS

Jotex is taking the next step in its European venture by launching in the Netherlands. The launch is part of Ellos Group's European expansion strategy and follows on from successful launches in Germany and Poland.

'We are very pleased to be continuing Jotex's expansion in Europe and to now be able to offer one of our market-leading brands to home furnishing enthusiasts in the Netherlands. With our scalable e-commerce platform and highly regarded product range, we can expand into more European markets in the near future,' says Hans Ohlsson, CEO of Ellos Group.

Jotex has experienced strong growth in recent years and has a highly valued home furnishings offer in the Nordic region, with over 1 million customers. Jotex's launch in Germany and Poland attracted customer and press attention as a modern online store with creative campaigns and inspirational collaborations.

'Jotex received an extremely positive reception in Germany and Poland. This confirms our view that our unique, attractive and comprehensive range of home furnishing products is appreciated in multiple markets, so it is very exciting to continue our expansion in the Netherlands,' says Peter Keerberg, CEO of Jotex.

In the next step, Jotex (at/jotex.com) will be launched in Austria in February, after which the expansion in Europe will continue.

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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 operates in all Nordic countries.

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