



In 2024, Swegreen completed additional installations at Coop stores.

NORRKÖPING, Sweden – September 9, 2024

Swegreen is proud to announce that three of our key customers – Fotografiska Stockholm, ICA Focus Göteborg and ICA Maxi Stenhagen Uppsala – have chosen to extend their agreements with us. These partnerships are now being extended from three to five years, representing a total contract value of SEK 12 million. This is an important milestone that strengthens Swegreen's position as a leading player in hyperlocal farming and sustainable growing solutions.

These long-term agreements validate our business model and demonstrate that our customers recognize the value of offering their consumers high-quality, hyperlocally grown produce. Each year, our partners will be able to offer 35 tonnes of fresh produce grown directly on-site, with no transportation required. This provides a significant environmental benefit while also strengthening their offering to the end consumer – making a difference both for the climate and the customer experience.

Our partners extending their collaborations:

Fotografiska Stockholm, 3 years

Fotografiska has been a pioneering customer and is Swegreen's first restaurant partner. Since September 2021, we have supplied leafy greens, herbs and other fresh produce directly to its restaurant, where they are used to create unique and flavourful dishes. The growing facility at Fotografiska is also more manually operated than our other facilities, creating greater opportunities for innovation. Here, we grow everything from classic leafy greens to more unusual varieties such as cabbage, chilli peppers and edible flowers, giving the chefs new opportunities to develop their offering.

ICA Focus Göteborg, 5 years

ICA Focus in Gothenburg was our first larger installation and has been an important part of Swegreen's journey since the partnership began in July 2020. It is home to Freja, our largest growing system, which has successfully produced more than 400,000 plants for consumers in the Gothenburg area.

ICA Maxi Stenhagen Uppsala, 5 years

As part of our expansion, ICA Maxi Stenhagen in Uppsala has been a key partner. The five-year extension of its agreement marks an important step forward and reflects our shared commitment to strengthening locally produced, sustainable solutions for a broader consumer market.

Through this long-term partnership, we can continue to offer fresh produce directly to consumers in Uppsala, an important part of ICA's strategy to reduce transportation emissions and provide locally produced food.

An important step in Swegreen's growth journey

These extensions confirm our focus on delivering quality and added value to our customers. By continuing to work closely with these established partners, we are taking further steps towards our goal of providing sustainable hyperlocal farming solutions to more businesses and markets. The trust our customers place in us gives us both the motivation and the opportunity to further develop our technology and services.

We look forward to strengthening our relationships with Fotografiska, ICA Focus and ICA Maxi Stenhagen and continuing to work together to provide their customers with sustainable, locally grown produce of the highest quality.

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