

Press release on September 7, 2020



# NeH Becomes UNIQLO Official B2B Partner During the Olympic / Paralympic Project

**NeH has been appointed UNIQLO official B2B partner effective September 9 and will offer profile products to the Swedish Olympic and Paralympic Committees and their partners. This new collaboration opportunity aims to enable an even stronger commitment among partners.**

Ahead of the 2020 Olympics in Tokyo, the Swedish Olympic (SOC) and Swedish Paralympic Committees (SPC) began a collaboration with global apparel retailer UNIQLO. Over the past year, NeH and UNIQLO have been discussing how NeH could add value to the UNIQLO partnership with the SOC and SPC. The result is that NeH and UNIQLO will start a new partnership from September 9 where NeH with its integrated system from order to delivery can meet the requirements set by partners today.

NeH, UNIQLO and the SOC and SPC are convinced that this cooperation will be an optimal solution for all parties and help to promote the movement towards the Tokyo 2020 Olympics and Paralympics, and the Beijing 2022 Winter Olympic and Paralympic Games.

- "It is very exciting to work with UNIQLO, which is a company at the forefront when it comes to design, quality and sustainability. With their products and processes and our complete solution for corporate customers, I see great opportunities to deliver good values to the Swedish Olympic and Swedish Paralympic Committees and their partners," says Peter Hultqvist, Sales Manager at NeH.

- "We have been looking forward to launching this partnership with NeH in order to offer Sweden's Olympic and Paralympic partners a complete solution of promotional clothing. Together, we aim to make it possible for partners to strengthen their identity and show their support for our athletes before and during the the Tokyo 2020 Olympic and Paralympic Games and Beijing 2022," says Nikolina Johnston, Chief Operating Officer, Uniqlo Scandinavia.

In January 2019, UNIQLO became the Main Olympic Partner and Official Clothing Partner for the Swedish Olympic and Paralympic teams. For four years, UNIQLO provides the apparel worn by Swedish athletic teams and tournament officials during games and competitions, including the Tokyo 2020 Olympics and Paralympics, expected to be held in 2021, and the Beijing 2022 Winter Olympic and Paralympic Games.

UNIQLO is a brand of Fast Retailing Co., Ltd., a leading Japanese retail holding company with global headquarters in Tokyo, Japan. UNIQLO is the largest of eight brands in the Fast Retailing Group, the others being GU, Theory, Helmut Lang, PLST (Plus T), Comptoir des Cotonniers, Princesse tam.tam and J Brand. With global sales of approximately 2.2905 trillion yen for the 2019 fiscal year ending August 31, 2019 (US \$ 21.53 billion, calculated in yen using the end of August 2019 rate of \$ 1 = 106.4 yen), Fast Retailing is one of the world's largest apparel retail companies, and UNIQLO is Japan's leading specialty retailer.

NeH is one of the Nordic region's leading suppliers of promotional products and brand experiences that help its customers increase their sales and strengthen their brands. With customers' needs in focus, NeH combines its knowledge in profile products and events with a strong commitment and interest in constantly developing new creative and cost-effective products and services.

NeH was established in 1964 and today has operations in Sweden, Denmark, and Norway, about 60 employees and a turnover of about SEK 200 million.

## For more information, please contact:

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