

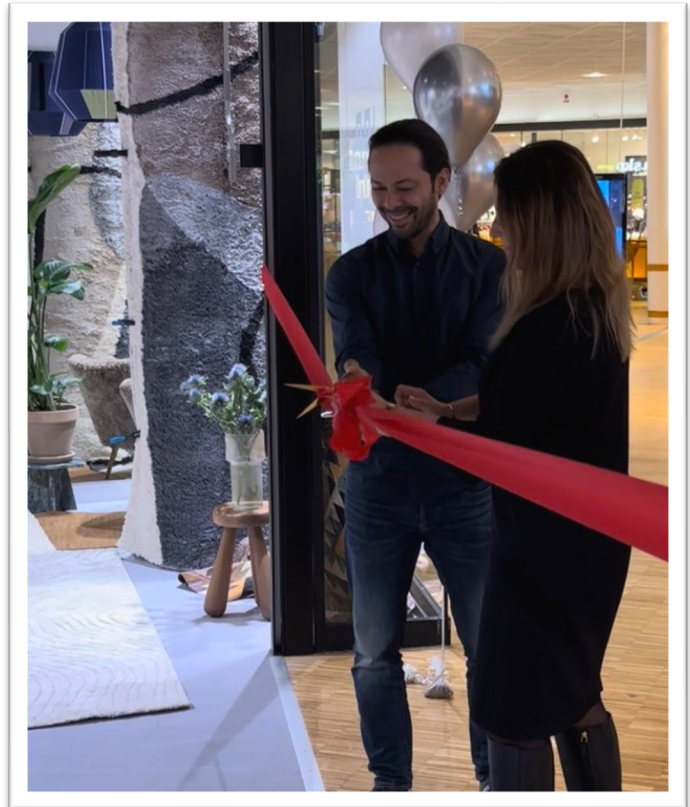
## Rugvista opens showroom in Emporia

**RugVista has today celebrated the inauguration of its first showroom in the Emporia shopping center in Malmö. The store will be open at least until end of January 2023.**

With the store we can offer visitors the opportunity to explore RugVista's wide quality assortment of rugs by combining exhibition pieces with the possibility to place orders in the web-shop. Orders placed will be delivered to the customer's home free of charge. In the store RugVista will provide tablets for placing orders via its web-shop, but we will also offer a selection of products that the customer can take home directly from the store. The store will also be staffed with skilled co-workers there to help and guide visitors in choosing the right rug for their individual needs and preferences.

"The store in Emporia is a pilot project that will enable us to come closer to our local Öresund region customers, expose our brand, and to test different set-ups of combining our web-store with a physical showroom", says Michael Lindskog, CEO at RugVista.

In the store RugVista will exhibit both traditional hand-knotted rugs and rugs of



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our own design produced both by hand and machine. The selection in RugVista's showroom consists of rugs in different price ranges so that every customer can find something they love.

"I am incredibly happy that we now have an additional forum for meeting with our customers and showing the width of our high quality assortment. We also see the store as an opportunity to raise awareness of us as a company and employer in the region", continues Patricia Rajkovic Widgren, Chief Sustainability and Organization Officer at RugVista

RugVista welcomes everyone to the store in Emporia and its web-shop [www.rugvista.com](http://www.rugvista.com).





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## About RugVista

RugVista is one of Europe's leading "direct-to-consumer" e-commerce players and markets carpets and rugs through its own web-shops available in 20 different languages using the brands RugVista and CarpetVista. The company was founded 2005 and offers a wide and relevant selection of high-quality design- and traditional carpets and rugs at attractive prices. RugVista offers its EU based customers free deliveries and returns free of charge.

The business is divided into three segments: Private consumers (B2C), Business consumers (B2B), and Marketplaces & Other (MPO). The B2C segment represents the consumer market and is RugVista's core segment.

RugVista employs approximately 90 FTEs and is headquartered in Malmö, Sweden. The RugVista Group AB (publ) share is traded on Nasdaq First North Premier Growth Market under the ticker symbol "RUG".