



Rugvista develops its brand positioning and introduces the communication platform "Set the Scene"

Rugvista continues to develop its brand positioning with the ambition to create long-term customer relationships and to attract additional customers in the company's most important markets. The brand position is founded on the key words "expertise", "trustworthy", and "convenience". The communication platform "Set the Scene" is the basis for Rugvista's strategy and an updated visual identity is the first step.

"To take the next step toward the vision of being the center of gravity for the European rug industry, we need to develop a clear and well-known brand. Our updated brand positioning clarifies what we want to offer our customers and the new visual identity connects to the craftsmanship behind our products which we find important. The updated visual identity is only the first step, but something that we are proud to now introduce externally", says Michael Lindskog, CEO at Rugvista.

With the communication platform "Set the Scene" Rugvista wants to enrich the customer proposition and inspire customers to create individual environments and homes they love.

"Even if few of us thinks about it, the rug sets the mood of a room in a subtle but yet clear manner. A correctly selected rug ties together the interior design and makes the different parts harmonize with each other. Regardless of what style one wants to create, it all becomes easier if one starts with the foundation, i.e., from the bottom. We want to highlight the rug's position as the scene where life happens", says Ulrika Klinkert, CMO at Rugvista.

Rugvista has worked with rugs for almost 20 years and the majority of Rugvista's products feature in-house developed designs or designs that are exclusive to Rugvista. "While customer preferences varies across target audiences and markets, our focus is firm, i.e., to offer reliable quality in all aspects of our offering and to be in-tuned with what the customers demands. We are passionate about rugs which we hope our new communication platform can show", continues Ulrika.

The new communication platform is developed in cooperation with the creative duo Petter Ödeen and Per Forssberg. The rollout of the communication platform will happen continuously during the spring with the new visual identity as the first step and followed by new image and text materials in addition to updates to the web-shop.

For additional inspiration, we refer to www.instagram.com/rugvista, www.facebook.com/rugvista, www.pinterest.se/rugvista and welcome visitors to our web-shop www.rugvista.se and our showroom at the shopping center Emporia in Malmö.



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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".