



Press Release

DESIGN YOUR HOME Holding AB / Keyword(s): Trades/

DESIGN YOUR HOME Holding AB: DESIGN YOUR HOME Brand ROOMOX significantly increase its sales in Europe in 2015

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London / Berlin, February 8, 2016 - ROOMOX looks back on the most successful year in its corporate history. The brand has been established in the European market for Home & Living products since 2014. The British ROOMOX is a brand of more than six additional designer furniture brands of the Swedish DESIGN YOUR HOME Holding AB.

ROOMOX increased its European sales significantly by over 345 percent in 2015 in comparison to the previous year. With 32,236 delivered products, the ROOMOX brand achieved a new sales record for the company. New products have also boosted positive development. In January 2015, both the product range and the colour palette of the successful ROOMOX products expanded significantly.

Hans-Joachim Bischoff, Member of the Board of DESIGN YOUR HOME Holding AB, on the excellent result: "Our products are very popular in Europe, which is why we were able to achieve a new record in deliveries particularly in the Christmas season of 2015. All ROOMOX products are designed in London and are "Made in Germany", as they are produced in Berlin and from there shipped throughout Europe."

The www.roomox.com website successfully sells ROOMOX beanbag and home accessories in eight languages. Under the ROOMOX label, cube lounge seats and lounge beds are produced and marketed in addition to beanbags. The ROOMOX world is growing steadily and currently offers 11 different products in over 12 trendy colours. ROOMOX products are "Made in Germany", extremely comfortable, especially robust, and look good anywhere. Whether in the garden, nursery, or a comfortable place to chill out. Each ROOMOX beanbag has an innovative EPS filling that adapts perfectly to any shape while pleasantly storing and reflecting body heat. All ROOMOX beanbags are made of tear-resistant high-tech nylon, and therefore are equally suitable for use outdoors and in the home. All upholstery materials are durable and easy to clean.

About the Design Your Home Holding AB

The design your home holding AB is a fast-growing company in the European furniture industry. The societies of the design your home holding ab produce and brand designer furniture and lifestyle products under several

own brands in middle- and high frequent market segments.

Unique is the strong presence of the products in more than 20 european countries and over 8 languages. Our 6 columns are taxed from Stockholm, London and Berlin: ROOMOX(TM), Brooklyn Loft, Modern Interior, Luxurious and Scandinavian Interior. Together with the british sibling societies, DYH LTD and ROOMOX LTD, are the swedish societies a powerful group, specialized in online business for international design furinture.

Design your Home Holding AB is listed since September the 3rd 2015 in Euronext Paris, Marché Libre segment.

DESIGN YOUR HOME Holding AB

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Ticker Symbol MLDYH

Sector Online Furniture Retail

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Stock Exchange Euronext Paris

Corporate seat Stockholm/Schweden

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Registered Capital SEK 34.704.220,20

Designated sponsor NFinance Securities

Applicant and listing partner

NFinance Securities