

16.08.2017

FOR IMMEDIATE RELEASE

**DESIGN YOUR HOME Holding AB (PUBL**

Box 5814, % Servando Bolag AB, 102 48

Stockholm, Sweden

investor-relations@dyh.com

**A brand of DYH GROUP is in talks about a major merchandising partnership with an elite European League Football Team.**

**Stockholm, SE: ROOMOX ®**, a brand of DYH GROUP is in final stage of negotiations about a merchandising contract with a top European League Football Team.

As one of the biggest European beanbag producers, **ROOMOX ®** has an established line of multifunctional products for the home and garden, sold via the DYH GROUP's online shops – [www.dyh.com](http://www.dyh.com) and [www.roomox.com](http://www.roomox.com).

The merchandising opportunity will result in special edition beanbags, fully branded in the recognized colours, symbols and logo of the prominent Football Team. **ROOMOX ®** sees the potential partnership as a great opportunity to further expand their customer base as well as please their loyal clientele with a new line of limited edition, co-branded beanbags and loungers. When finalized, the closing details of the merchandising agreement will be revealed and announced to shareholders and the public.

**About Design Your Home Group:** Design Your Home Group is a fast growing company within the European ecommerce furniture industry. The holding company represents two online shops – [www.roomox.com](http://www.roomox.com) and [www.dyh.com](http://www.dyh.com) as well as producing its own line of various furniture brands. The online shops are operational in over 20 European countries, trading and providing customer service in 8 languages. Design Your Home Group operates from offices in Stockholm, London and Berlin.

Design Your Home Holding AB is listed since September 3rd 2015 in

Euronext Paris, Marché Libre segment. For more details you can visit [www.dyh-ab.se](http://www.dyh-ab.se)