

NEWS RELEASE

Hufvudstaden welcomes Technogym to Bibliotekstan

This autumn, premium Italian gym equipment brand Technogym will open a concept store of approximately 150sqm in one of Hufvudstaden's properties at Smålandsgatan 20 in central Stockholm. This will be the training brand's first store in Sweden, having previously opened stores in cities such as Copenhagen, Milan, and Zurich. This also means that almost all of Hufvudstaden's shop premises are rented out.

Technogym's training equipment and gym solutions are known for their high quality and user-friendly functionality. Technogym is a world-leader in the wellness segment through its innovation, Italian design and cutting-edge technology. Technogym products are found in the most exclusive gyms and in many five-star hotels around the world.

The design of Technogym stores are the result of a collaboration between Technogym and designer Antonio Citterio, who is known for his clean lines, which will be reflected in the store's interior design. In addition to the collaboration with Citterio, the brand recently entered into a collaboration with luxury brand Dior, and together developed a selection of limited edition training equipment.

- *"The interest of shop premises in Stockholm city has increased a lot during spring and we can see a strong recovery after the pandemic. Technogym is yet another proof of that and an exciting brand within the health and exercising concepts who contributes to further strengthening Bibliotekstan as a shopping destination and meeting place,"* says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

Also, a new premium training hub – will open soon, next-door to the Technogym site. The training hub will be equipped throughout with much of the Technogym range.

Stockholm, 22 June 2022

HUFVUDSTADEN AB (publ.)

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