



PRESS RELEASE

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ICANIWILL opens outlet store in Helsinki

RVRC Holding AB (publ) announces that its subsidiary ICIW (ICANIWILL) will open its first outlet store in Helsinki tomorrow, 27 August 2026. The store will be the brand's second physical store and marks a continued step in the Finnish market.

The store is located at Helsinki Outlet and offers ICIW's range of training apparel at outlet prices, including collections from previous seasons.

"Finland is one of ICIW's most important markets. Following the successful opening of our brand store in Helsinki, opening an outlet store is a natural part of our growth strategy and a way to further strengthen our presence in Finland," says Paul Fischbein, CEO of RVRC Holding.

For more information, please contact:

Jesper Alm, CFO

Email: jesper.alm@revolutionrace.se

About RVRC Holding

RVRC Holding AB (publ) owns and operates two brands, RevolutionRace and ICANIWILL. The company was founded in 2013 and is listed on Nasdaq Stockholm since 2021. RevolutionRace is an outdoor brand offering multifunctional products including clothes, shoes, backpacks, and accessories. ICANIWILL is a brand offering training products including clothes, bags, and accessories. For more information, visit revolutionrace.com and icaniwill.com.

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