

THiS Group Reduces Diabetes and Obesity Internationally through Sugar-reduced Sweets

THiS Group signs distribution agreement with the health and snack company Easis

THiS Group has signed a distribution agreement with the Danish health and snack company Easis(easis.se and easis.dk) for the Chinese market. Easis AB is Europe's leading company in sugar-free confectionery.

THiS Group will distribute Easis' products to China and Southeast Asia in 2022. There are 111 million diabetics in China and the Chinese candy and snack market for sugar-reduced sweets is one billion.

As Europe's leading company in confectionery without added sugar, Easis' products are dominant in the Danish market when it comes to sugar reduction. The company produces everything from sugar-reduced chocolate, cakes, juices and ice cream to breakfast products and has sales of approximately SEK 250 million (about 27,4 million dollars) in Denmark.

"The collaboration with the e-commerce platform THiS Karuu AB made it possible to implement a full-scale distribution agreement with Danish Easis. THiS Karuu becomes a supplier of Easis' products in China and Southeast Asia. Nordic lifestyle products are in demand in China. There are about 111 million diabetics in China. The Chinese candy and snack market for sugar-reduced sweets is a complex billion dollar market. Our cooperation means security in terms of delivery capacity, credibility and meeting market demand. We are very happy about our collaboration with Easis," says Lucy Dahlgren, CEO of THiS Group AB.

THiS Karuu AB will supply Easis' products from Denmark to China and Southeast Asia. Initially, Easis will distribute some sugar-reduced products that are interesting in the Chinese market, such as cakes, chocolate, power bars and jams.

"Easis' health range of goodies is primarily for those who suffer from obesity, diabetes or who are careful about their health and lifestyle. Easis' products have fewer calories, higher fiber content and protein content. Some products are gluten free or vegan. We hope and believe that the products will be appreciated in the Chinese market. We are pleased with the agreement with THiS Karuu and look forward to our cooperation in the Chinese market," says Thomas Moberg Nielsen, CEO of Easis AB.

THiS Group AB is a group of companies with a focus on health and a healthy lifestyle. The company is a partner for fast and secure internationalization, through a coordinated valuation and financing. THiS Group has a global cloud platform for small and medium-sized companies/services in health and lifestyle. Innovative companies have the opportunity to more quickly develop their product range and services and broaden their market. Through THiS Group, companies can share the need for centralized digitization, distribution and commercialization of their products and services.

THiS Group's goal is to help reduce the incidence of obesity, type 2 diabetes, cardiovascular disease and other public diseases through sustainable business.

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THiS Less-is-more Group AB is building a company group with a focus on health and a healthy lifestyle. These companies share the need for centralized digitization, distribution and commercialization of products and services, and through sustainable business will contribute to reducing the incidence of obesity, type 2 diabetes, cardiovascular disease and other public diseases.