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PRESS RELEASE

Second-hand store establishes itself in Wihlborgs property in central Malmö

In November, the second-hand chain Busfrö Nytt & Bytt opens its first store in Malmö in the Wihlborgs property Elefanten 40 on Storgatan in Malmö. Their closest neighbour will be Emmaus Björkå, who is a tenant at the same property.

Busfrö Nytt & Bytt is a commercial second-hand chain with clothes for children, women and men as well as home furnishings and toys. Sales are on commission, which means that the individuals who bring their items to the store share in the receipts when their items are sold.

After the first store opened in 2010 in Västervik, the chain grew quickly and today there are 13 stores around Sweden. This store will be the first in Malmö and will be located next door to the second-hand store Emmaus Björkå, with an entrance on Södra Förstadsgatan.

The contract encompasses 900 m² for five years, with occupancy scheduled for 1 November 2022.

“We’ve been looking at Malmö for a long time and we’re very pleased to land a contract with Wihlborgs. Our stores drive a lot of traffic and spark curiosity about conscious consumer choices. Even before the store opens, we’ll start collecting items, so keep an eye on our social media channels,” says Viktoria Svedebäck, Franchise Manager at Busfrö Nytt & Bytt.

“Two second-hand stores in the same property will give the entire Storgatan neighbourhood a clear sustainability profile. This is a concept that attracts a broad range of customers and we believe it will bring even more life and activity to the area,” says Ulrika Hallengren, CEO of Wihlborgs.

Wihlborgs Fastigheter AB (publ)

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Wihlborgs Fastigheter AB (publ) is a property company that focuses on commercial properties in the Öresund region. Its property portfolio is located in Malmö, Helsingborg, Lund and Copenhagen. In Malmö, Lund and Helsingborg, Wihlborgs is the leading property company. The book value of the company’s properties totals SEK 51.8 billion, representing an annual property rental value of SEK 3.5 billion. Wihlborgs’ shares are listed on the Large Cap List of Nasdaq Stockholm.