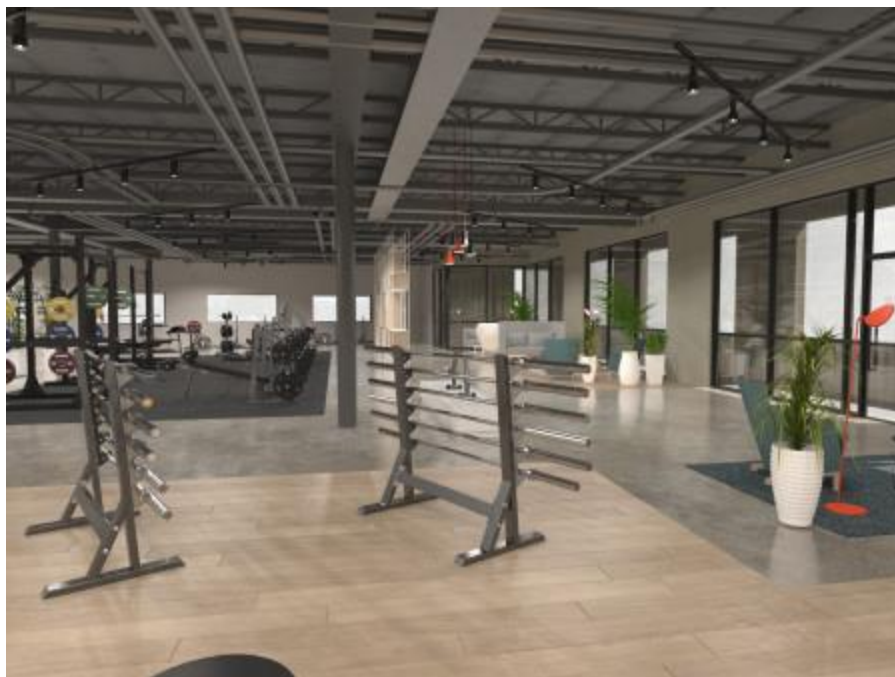


## Eleiko announces US headquarters relocating to Austin, Texas



New Eleiko USA Headquarters and Logistics Hub

Eleiko, a leading supplier of strength equipment and education, announces they are relocating their North America headquarters from Chicago, IL to Austin, TX. The new headquarters will serve as a logistics hub for North America, consisting of offices, warehouse, and a new Eleiko Sport Center. With this move, Eleiko is positioned to meet the increased demand for strength equipment and education in the American market.

“The new headquarters is a significant achievement in our long-term strategy to be a strong partner and deliver an outstanding experience to customers. With the consolidated site, our team will have increased flexibility and opportunities when it comes to meeting with, supporting, and delivering complete strength solutions to our customers,” says Rickard Blomberg, president at Eleiko Sport.

The new Austin location, at 3910 S Industrial Dr, triples Eleiko’s current warehouse capacity. While the Chicago team is relocating to Austin, Eleiko will also be recruiting locally to support this expansion. The new facility will house a modern logistics center, facilitating quicker order processing, greater shipment flexibility and quality control. The hub will host a complete weightlifting and strength training center to support courses, workshops, and seminars for coaches, athletes, and personal trainers. Long term plans include a retail space within the facility to support local direct to consumer sales.

“Consolidating our office, warehouse, and sports center under one roof in one of the world’s fastest-growing hubs for innovation will allow us to offer the full Eleiko experience to both our B2B and B2C

customers. We look forward to welcoming the US strength community to Austin in the near future," says Rickard Blomberg.

Completion of the new USA Eleiko headquarters is expected in mid-March.