

PRESS RELEASE

Icecat (ISIN: NL0012751226): sales Icecat share in where-to-buy portfolio company final

The announced preliminary sales agreement regarding Icecat's shareholding in Hatch has been finalized. Only since yesterday the last uncertainties were finally resolved, "around the end of the calendar year" as indicated earlier. The material consequences for the profit of the fiscal year 2021 will be communicated in Icecat year half 2's summary report and more detailed in Icecat's 2021 annual report.

Icecat's share in where-to-buy provider Hatch was 44%.

About Icecat N.V.

Icecat, listed on the NPEX stock exchange since 2017, is a profitable and fast-growing online publisher and syndicator of product information serving the global ecommerce market. Icecat works globally for tens of thousands of platforms such as Amazon, Google, Alibaba, Rakuten, Wehkamp, BOL and hundreds of brands, including Intel, Microsoft, Philips, Akzo, TomTom, HP, DELL, Lego, L'Oréal and Akzo Nobel.

Icecat currently includes the subsidiaries Iceshop B.V., Syndy B.V., Cedemo B.V., Icecat LLC (Icecat Ukraine) and Icecat Content Sourcing OÜ (Icecat Estonia) and the participation Hatch B.V. Icecat Ukraine and Icecat Estonia are responsible for hiring editor and software developer capacity and issuing Icecat's ICURY cryptocurrency. Iceshop and Syndy are specialists in e-commerce integrations and Product Information Management (PIM) solutions in the tech and supermarket sectors respectively.

More information:

- <https://iceclog.com/category/invest/>