



Sept 5 2013, Bräcke, Sweden

EasyFill AB (publ):

Into a bright future.

During the last few months the development and redesign of the RotoShelf solutions has moved into the final stages and just a few days ago the delivery of the first manufacturing tool arrived and the very first plastic shelf has now been produced!

In the end of 2012 and the first six months of 2013 all combined efforts from the staff of the company has been focused at one thing; redesigning and developing our RotoShelf solutions with light weight, low cost plastic shelves instead of the costly steel shelves that were used previously.

The production tool itself might look like a big block of steel weighing in at 3000 kg, but in fact it carries the future of our company and like a mother with a new born child we are proud to now have the first of many plastic shelves in our hand in Bräcke, Sweden. Attached to this PM are pictures of both the tool and the first actual shelf, a shelf to be fitted, as is, into 60 cm wide coolers from manufacturers around the world, or adjusted to fit other widths. In two weeks' time we will have the tool for the 90 cm shelf, but more about that then.

Marking this new era, there has also been a major rework with the brand of the company, going through a name change from Enjoy Group AB to EasyFill AB and launching the RotoShelf trademark for all easy fill products. The new graphical identity is being implemented and the launching of our new website (www.easyfill.se) is a big step as well. Regular updates, more pictures and videos will be coming gradually. You can also find our new product flyers on the site, ready to download.

Visit our stand 144, Hall A1 at Drinktec in Munich 16-20 Sept to see our products first hand. A small taste of what's to come is attached below.

Comment from the marketing manager:

With the first plastic shelf produced I am thrilled and very excited. Things have perhaps taken longer than any of us wanted, but as all know - you have to walk before you can run.

To have a stand at Drinktec and to be able to display RotoShelf of production quality is going to be so much fun and such an important event for EasyFill. With the production tools in place, a new website and graphical identity we have stepped up the game to the next level.

Let's bring on the future, and don't forget your sunglasses – it is going to be bright!

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Short on Enjoy Group AB (publ)

EasyFill AB is a public company, listed in Sweden on Aktietorget stock exchange, with focus on developing and patenting products for fast and easy refilling of shelves. The company currently has a product base of three patented products that reduces the time it takes to refill and front store, and cooler shelves to a minimum.

EasyFill's business model is to find partners who are willing to exploit our patented knowledge, design and technology through licensing arrangements on a non-exclusive basis.

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