

PRESS RELEASE

More Product and Brand Variety in the Shops – STRAX Delivers Accessories for mobilcom-debitel

Büdelsdorf/Troisdorf, March xx, 2017 – STRAX will be delivering smartphone accessories for mobilcom-debitel. STRAX, a global distributor and specialist in mobile accessories and connected devices, has won a multi-tiered tender organized by mobilcom-debitel to supply all of its 560 shops, as well as the online shop www.mobilcom-debitel.de with a wide range of products, including well-known OEM brands, as well as STRAX's proprietary, licensed, and partner brands. Shortly, with the direct support of STRAX, mobilcom-debitel will launch a new own-brand line of products.

Mobilcom-debitel has chosen STRAX as its supplier of smartphone accessories. In the coming years, STRAX will be responsible for delivering accessories to all the mobilcom-debitel sales divisions. STRAX brings to the table experience and know-how that will enable mobilcom-debitel to develop a wide-ranging portfolio of products, including instantly recognizable brands, as well as the affordable STRAX proprietary brands. The collaboration with STRAX makes it possible for mobilcom-debitel to provide each of their shops with an automatized sales solution for an individually customized product portfolio.

"We are very happy that we can now offer our clients the attractive product array of our new partner, STRAX" declared Jochen Otterbach, CEO of mobilcom-debitel Shop GmbH. "In our decision to partner with STRAX, we were persuaded by the product portfolio created through a professionally managed, international trend and product scouting process. We are expecting strong incentives for our digital lifestyle strategy and an up-to-date product range for our shops.

Frank Hackmann, STRAX Global Sales Director for Central and Eastern Europe, adds: "We are proud of our partnership with an exciting client like mobilcom-debitel that has repositioned itself on a dynamic market, from a classical Telecommunications company to a digital lifestyle provider. We are very pleased that our new partner has placed such confidence in us and gladly take on the challenge of making a significant contribution to this dynamic business environment."

The service spectrum covered by this collaboration includes the commercialization of well-known brands like Apple and Samsung, attractive licensed brands like adidas, partner brands like Philips, and affordable STRAX proprietary brands like FLAVR, GEAR4 and Urbanista. STRAX and mobilcom-debitel are also preparing the release of an own brand, which will be marketed within the mobilcom-debitel sales line.



STRAX delivers digital lifestyle products for mobilcom-debitel shops

About STRAX:

STRAX is a global company specializing in mobile accessories and connected devices. STRAX is listed on the Nasdaq Stockholm Stock Exchange. STRAX offers proprietary, licensed and partner branded accessories. The proprietary brands include XQISIT, GEAR4, Urbanista, THOR, AVO+ and FLAVR. The company represents over 30 major OEM as well as mobile accessories brands and sells to a wide channel landscape ranging from telecom operators, specialized mobile and consumer electronics retailers to online, lifestyle, convenience stores and supermarkets. STRAX was founded in Miami and Hong Kong in 1995 and has since grown significantly across the globe. STRAX now has over 185 employees in 12 countries and its operational HQ and logistics center is based in Germany.

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About mobilcom-debitel:

The mobilcom-debitel brand is positioned as the digital lifestyle provider within the freenet Group. It offers a wide range of own network-independent mobile communications and data offerings, services, and other products which serve to simplify everyday life through technical tools via the Internet and / or smartphones. The range also includes numerous products from the German network operators and energy and accessories offers. The company offers independent, expert consultation and selection of products in its own shops, in GRAVIS stores, and in a broad network of retailers and electronics markets, as well as through its customer support.

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