



**PRESS RELEASE**  
**NOVEMBER 29, 2017**

## **STRAX BRAND GEAR4 NOW UK's No. 1 PHONE CASE BRAND**

Following the latest data released in GfK's October report, STRAX brand GEAR4 is now officially the UK's leading provider of phone cases by both volume and value. Now accounting for 18.5% market share by value, GEAR4's range of cases for Apple and Samsung have had huge success in the UK, now taking them to the No. 1 spot in the market.

GEAR4's extensive case range covers all the leading handsets and exclusively features D3O technology, an impact absorbing material used in both professional sport and the military for protection. The unique qualities of D3O offer unrivalled impact protection, increasingly important for new releases like the iPhone X which carries a high price tag. Consumers can be reassured that their devices are protected from everyday knocks and drops.

Gudmundur Palmason CEO of STRAX says: "We're very excited about the success of GEAR4 which continues to be a leading innovator in the mobile accessories market. Earlier this year we announced some strong results following our launch in the US and it's great to see we are still growing the brand in our home market also. We are proud to be the UK's No. 1".

Available from retailers such as Carphone Warehouse and Dixons Travel, the range features a variety of styles to suit all consumer tastes, including the recently launch Victoria range, GEAR4's first 'fashion' case which is proving to be a popular choice for the latest iPhone launches.

For more information about GEAR4 please visit: [www.gear4.com](http://www.gear4.com)

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### **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, partner branded accessories and connected devices. The proprietary brands include XQISIT, GEAR4, Urbanista, THOR, AVO+ and FLAVR. The company furthermore represents over 30 brands. The company 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 has 200 employees in 12 countries and its operational HQ and logistics center is based in Germany.

### **About GEAR4**

Founded in 2006, GEAR4 is the Number One impact protection case brand in the UK. In 2015, GEAR4 partnered with D3O to create world leading impact protection products for consumer electronics. Ten years old and established in over 40 countries, GEAR4 has a proven track record of creating world leading products that have satisfied millions of consumers worldwide. Working to the impeccable standards of British engineering and innovation, GEAR4 pride themselves on constantly delivering unique, well-designed products that protect your most precious devices.

[www.gear4.com](http://www.gear4.com)

**About D3O®**

D3O develops impact protection solutions and is a market leader in protective wear and shock absorbing materials. A global company headquartered in the UK, currently supplies leading brands in the electronics, sport, motorcycle, industrial workwear, law enforcement and military protection markets.

D3O uses unique patented and proprietary technologies to make rate-sensitive, soft, flexible materials with high shock absorbing properties that are used in impact protection products. Based on non-Newtonian principles, in its raw form, the material's molecules flow freely, allowing it to be soft and flexible, but on impact, lock together to dissipate impact energy and reduce transmitted force.

[www.D3O.com](http://www.D3O.com)

This information is information that Strax AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 2:00 pm CET on November 29, 2017.