



JAYS is launching a new product category

JAYS IS EXTENDING ITS PRODUCT ASSORTMENT WITH TEMPERED GLASS SCREEN PROTECTION

Kumla, 18th of February 2025 – JAYS, a part of Northbaze Group, a well-known Swedish audio brand, presents the launch of tempered glass screen protection as a new product category. The new screen protection product category will complement JAYS audio assortment and extend JAYS as a brand and its offering. With this new category, we will create a new brand dimension for our customers, with clear synergies in product, packaging, and quality. All created with JAYS' well-defined design language.

"We are proud to present a new product category for JAYS, with its iconic packaging design, now produced and packaged locally in Sweden."

PONTUS VICAIRE,
Product design & Marketing Manager at JAYS

ABOUT JAYS

JAYS was founded in 2006 with a vision that everyone should have the opportunity to experience great sound and design. With a clear focus on the effortless listening experience, The JAYS team has since then continuously been developing headphones with a minimalistic Scandinavian approach. Today, JAYS is known for great sounding and great looking digital sound products with an effortless interface. The brand JAYS is owned and distributed by Copter AB.

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ABOUT NORTHBAZE GROUP AB (Publ)

Northbaze Group was founded in 2006 and has over the years expanded its target to a business idea that is to develop innovative and functional products within the audio, IT and mobile accessories area to simplify and improve people's experience of mobile devices and bridge people's lives together with today's technology. By controlling manufacturing and working closely with the market, we can refine existing brands and develop complementary brands to

adapt to an ever-changing landscape and market needs for new smart solutions to simplify people's lives in a changing and increasingly technical world.

The vision is to create simplicity in people's increasingly technical lives by offering smart and functional audio products and IT accessories.

The shares in Northbaze Group (publ) are traded on the Nasdaq First North Growth Market. Certified Adviser is Partner Fondkommission AB, Lilla Nygatan 2, 411 09 Gothenburg, tel +46 31 761 22 30, info@partnerfk.se and www.partnerfk.se.

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