



Press release

HMD and Xplora launch HMD Fusion X1, their first smartphone for teens.

Barcelona, Sunday 2 March 2025 - Xplora, the leading Norwegian company in child-safe technology, has partnered with the Finnish company HMD (Human Mobile Device) to launch a smartphone fostering healthy digital habits. It is designed to address the urgent challenges of teenagers' digital habits, the need for parental control, online safety, and more responsible smartphone use.

"At Xplora, our goal has always been to provide children with a secure entry point into the digital world," says Sten Kirkbak, CEO and Founder of Xplora Technologies. "Partnering with HMD allows us to expand this mission by delivering a smartphone solution that truly prioritizes safety for teens. With increasing concerns over social media exposure and online risks, parents deserve better tools to protect their teens. The HMD Fusion X1 is a major step forward in achieving that."

Lars Silberbauer, CMO, HMD said: *"A smartphone can bring strangers into your home, four in 10 children being asked to move to a private chat with a stranger is unacceptable. At Human Mobile Devices, we believe families shouldn't have to choose between safety and having a smartphone they love. Parents have been asking for a solution that balances protection with freedom, and the HMD X1 delivers just that."*

A Smart First Phone

The HMD Fusion X1 puts control in the hands of parents while empowering teens with age-appropriate digital freedom.

Key safety features include:

- Xplora's parental controls are deeply integrated in the operating system: Parents can take full control of their teen's smartphone experience through an Xplora subscription. This includes customizable app and internet access settings.
- Social media & browser controls - parents decide when or if these features are enabled.
- Safe calls & messaging - only pre-approved contacts can get through.
- GPS tracking & safety zones - parents receive alerts when teens leave designated areas.
- Stay Focused Mode - blocks access during school hours or bedtime, reducing distractions when it matters most.

Addressing the Growing Digital Safety Concerns

Findings from the HMD Better Phone Project Report, based on research from 25,000 children and parents worldwide, reveal alarming statistics: 52% of kids aged 8-12 believe they are

addicted to their phones, and over 40% of children have been approached by strangers online.¹ These figures highlight the urgent need for proactive digital safety solutions, reinforcing Xplora's dedication to safeguarding children's well-being.

Looking Ahead: The Future of Family-Centric Technology

The launch of the HMD Fusion X1 represents a significant step in the evolution of teen-focused technology. Xplora remains committed to developing innovative solutions that balance connectivity with safety. With upcoming advancements such as expanded safety features, Xplora continues to lead the industry in prioritizing the needs of families in the digital age.

For further information on Xplora and HMD Fusion X1, please visit

<https://campaign.myxplora.com/mwc/>

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About Xplora

Xplora is a Norwegian platform and services company and an industry leader in the market for children's smartwatches. Xplora was founded to give children a safe onboarding to the digital life and a better balance between screen time and physical activity. Xplora's vision is to enable children around the world to experience how their everyday activities can create value and make a positive change in the world. The company is headquartered in Norway with operations in leading European markets. Xplora is listed on Euronext Growth under the ticker symbol XPLRA.

About Human Mobile Devices

We are Human Mobile Devices, and we start by tuning into what people really want. Our consumers are passionate about the planet, often feel swamped by digital overload, and are keeping a close eye on their budget. That's why we are thrilled to be Europe's largest smartphone maker, championing repair-at-home phones, and a go-to for much needed digital time out. For further information, see www.hmd.com

¹Based on a study commissioned by HMD and conducted by Perspectus Global of 12,393 parents and 12,331 children (aged between 8 - 15) in 5 countries: UK, US, Australia, India & Germany. The study was conducted in January 2025.