

## Xplora Technologies AS – Contract Extension with freenet DLS GmbH

**Oslo, 12 May 2025 – Xplora Technologies AS ("Xplora") is pleased to announce that the parties, Xplora and freenet DLS GmbH ("freenet"), have entered into an extended agreement to the existing partnership.**

Under the new terms, effective from 12 May 2025, freenet will include Xplora's Premium services as a mandatory service to all new 12- and 24-month mobile subscription contracts sold in combination with Xplora's smartwatches. The smartwatches are sold combined with freenet's mobile subscription plans through Mediamarkt, Germany's leading electronics retailer.

Under the extended agreement end-users will get full access to Xplora's Premium activity service. It aligns with the parties' shared ambition to deliver enhanced value, entertainment and activity features to families. The upgrade is expected to positively impact Xplora's high margin recurring service revenue and improve customer engagement.

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About Xplora Technologies AS:

Xplora is a 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 Freenet AG:

Freenet AG is a leading provider in the telecommunications and digital service sector, focusing on delivering a seamless digital lifestyle to its customers. Prioritizing a customer-centric approach, the company offers innovative internet and mobile solutions, underpinned by a strong commitment to sustainability and social responsibility. Operating out of Germany, Freenet AG is dedicated to enhancing digital connectivity and experience for users across various platforms.