

PRESS RELEASE

Malmö, Sweden, June 10, 2021

Happy Plugs new earphones come with Biomaster antimicrobial technology

Designed in Sweden to bring you the latest in fashion, function, and technology Happy Plugs® officially launches Air 1 Zen true wireless, the world premier of its antimicrobial technology. The Swedish fashion tech brand available in over 70 countries now introduces its newest model of earphones with Biomaster antimicrobial technology.



Air 1 Zen comes with Biomaster® antimicrobial technology, an effective way to keep the earphones hygienic and free from the growth of unwanted microbes that can cause degradation, discoloration, staining, and odors by up to 99.99%. The additive works 24/7 to protect the product surfaces, the built-in antimicrobial protection is effective for the lifetime of the product with no harmful effects*.

“In times when awareness of good hygiene standards is important, people find serenity by escaping into music, so Zen is a fitting name for our 7th generation of true wireless earphones. Together with the added value of Biomaster antimicrobial technology we are able to offer another state of calmness”, says Andreas Vural, founder of Happy Plugs.

Ulrika Björk, CEO Polygiene concludes: “It’s great to see how we can add value to this strong Swedish brand. The earphones will be antimicrobial ready as Happy Plugs puts it, and in the end that means that they will last longer as well. Today everybody can relate to this kind of products, and with Biomaster they get another strong and quite unique feature! We are happy to be part of Happy Plug’s journey going forward.

About Happy Plugs

Happy Plugs is a Swedish house of lifestyle brands based in Stockholm. The company is a global leader in fashion tech with a mission to transform the consumer electronics industry by merging innovative design, fashion, and technology. Happy Plugs is an award-winning lifestyle and fashion brand with the ambition of transforming essential tech accessories into fashion must-haves. Happy Plugs is available in the most prestigious concept, department, and retail stores in over 70 countries and 10,000 retailers worldwide. Private equity fund Scope Growth III LP is, together with the company's founder Andreas Vural, major shareholders of Happy Plugs. <https://happyplugs.com/>

British Addmaster Holdings Limited is a wholly owned subsidiary of Polygiene since January 2021, with specialist skills within antimicrobial technology and hard surfaces. The company has a range of products for this kind of applications, found in consumer products, public spaces as well as in hospital environments and more.

*The Biomaster® antimicrobial technology does not protect the user or others against disease causing organisms and is not a substitute for good hygiene and/ or cleaning practices.

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About Addmaster

Addmaster (UK) Ltd is Europe's leading supplier of high performance, technically innovative additives to the plastics, textile, paper, paints and coatings industries. We provide additive masterbatches, liquid or powder dispersions for any application.

Biomaster Antimicrobial Technology and Biomaster Protected are Registered Trademarks of Addmaster (UK) Ltd. Biomaster Protected products are tested to ISO standards and are proven to be effective against most common types of harmful bacteria and specific viruses including SARS-COV-2. Addmaster is a subsidiary of Polygiene. For more information about Addmaster or Biomaster Antimicrobial Protection

About Polygiene

As the world leader in stays fresh technologies, we want to change the way we view products – from fast consumables to durables. We treat clothes, accessories, home products, and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 200 global premium brands have chosen to use the Polygiene brand with their products. With the wholly owned subsidiary Addmaster Holdings Limited, we now have the possibility to offer solutions for both soft and hard surfaces. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden. For more information: www.polygiene.com.