



**PRESS RELEASE**  
**March 30, 2017**

## **STRAX: STRAX TO DELIVER ACCESSORIES FOR MOBILCOM-DEBITEL**

STRAX, the global specialist in mobile accessories and connected devices, has won a multi-tiered tender organized by mobilcom-debitel to supply all of its 560 shops and the online shop [www.mobilcom-debitel.de](http://www.mobilcom-debitel.de).

STRAX complete range of products, including well known OEM brands, STRAX proprietary brands, licensed brands and partner brands will provide for more variety and brands within the sales outlets of mobilcom-debitel. STRAX has further supported mobilcom-debitel to develop and manufacture a range of products under an own product line and branding.

STRAX will be responsible for delivering accessories to all the mobilcom-debitel sales divisions. STRAX brings to the table experience and know-how that will enable mobilcom-debitel to develop a wide-ranging portfolio of products, including the STRAX proprietary brands. The collaboration with STRAX makes it possible for mobilcom-debitel to provide each of their shops with an automatized sales solution for an individually customized product portfolio.

“Winning this tender once again proves the power of STRAX value added offering and unique positioning in the industry. Our organization has a focus on the accessories sector that over time has given us a both broad and deep knowledge in the category, allowing us to partner with our customers to create the best go to market strategy for a complete assortment of products and brands” said Gudmundur Palmason, CEO Strax AB.

For further information please contact Gudmundur Palmason, CEO, Strax AB, +46 8 545 01750

### **About mobilcom-debitel**

The mobilcom-debitel brand is positioned as the digital lifestyle provider within the freenet Group. It offers a wide range of own network-independent mobile communications and data offerings, services, and other products which serve to simplify everyday life through technical tools via the Internet and / or smartphones. The range also includes numerous products from the German network operators and energy and accessories offers. The company offers independent, expert consultation and selection of products in its own shops, in GRAVIS stores, and in a broad network of retailers and electronics markets, as well as through its customer support.

### **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 and partner branded accessories. The proprietary brands include XQISIT, GEAR4, Urbanista, THOR, AVO+ and FLAVR. The company represents over 30 major OEM as well as mobile accessories brands and 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 now has over 185 employees in 12 countries and its operational HQ and logistics center is based in Germany.

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 11:00 am CET on March 30, 2017.