

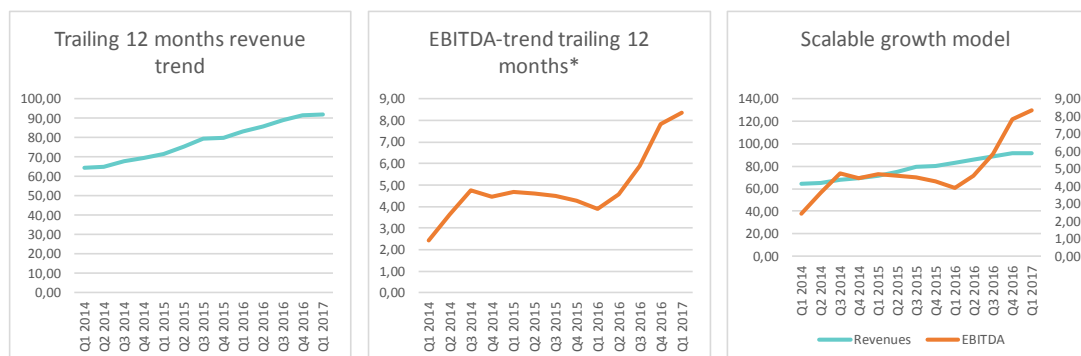
# STRAX

PRESS RELEASE  
May 23, 2017

## STRAX: INTERIM REPORT NO 1 FOR THE FINANCIAL YEAR 2017

### STRAX, the mobile accessory specialist, continues to show strong growth in North America

- The Group's sales for the period January 1 – March 31, 2017, amounted to MEUR 20.3 (20.2), gross margin amounted to 27.0 (23.9) percent. The Q1 2017 report is the first in which STRAX reports in EUR following a decision at an EGM held on December 22, 2016 to change the reporting currency from SEK to EUR.
- The Group's result for the period January 1 – March 31, 2017, amounted to MEUR 0.0 (0,1) corresponding to EUR 0.00 (0.00) per share. Equity as at March 31, 2017 amounted to MEUR 18.2 (11.1) corresponding to EUR 0.15 (0.09) per share.
- Trailing 12 months' revenues Q1 2017 amounted to MEUR 92.0 (83.4). The scalable growth model shows greater increase in profitability in relation to growth of revenues, EBITDA on a trailing 12 month basis amounted to MEUR 8.3 (3.9).



\* Trailing 12 months EBITDA per quarter, EBITDA adjusted for one time charges and currency effects.

- During the period, STRAX signed an exclusive contract with Tescro Technologies for STRAX proprietary brands in the US. STRAX won a multi-tiered tender with mobilcom-debitel in Germany to exclusively supply all sales channels with mobile accessories and connected devices, and Orange won GSMA GLOMO Awards at Mobile World Congress VR1 in the category of Best Mobile Wearable Technology with a VR headset developed in cooperation with STRAX.
- After the end of the period STRAX launched its first Vodafone branded protection range for three Vodafone devices brought to the market in Q2 and rolled out the mobilcom-debitel accessories offering.

"The year got off to a mixed start amid slowdown in retail and smartphone sales in most global markets, and focus has been on growing our presence in North America and the Middle East, whilst retaining market share in Western Europe. Gear4 and Urbanista continue to perform well across all our markets and are contributing to both growth and profitability".

Gudmundur Palmason, CEO

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

#### **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 and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 08:55 CET on May 23 2017.