



PRESS RELEASE
August 23, 2017

STRAX: INTERIM REPORT NO 2 FOR THE FINANCIAL YEAR 2017

STRAX, the mobile accessory specialist, achieves strong growth during the second quarter

- The Group's sales for the period January 1 – June 30, 2017, amounted to MEUR 43.5 (40.5), gross margin increased to 27.9 (26.0) percent.
- The Group's result for the period January 1 – June 30, 2017, amounted to MEUR 2.2 (0.5) corresponding to EUR 0.02 (0.00) per share. Equity as at June 30, 2017 amounted to MEUR 20.0 (15.3) corresponding to EUR 0.17 (0.13) per share.
- Trailing 12 months' revenues Q2 2017 amounted to MEUR 95.1 (85.8). 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 9.6 (4.6).



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

- STRAX launched the first Vodafone branded protection range for three Vodafone devices and rolled out the mobilcom-debitel accessories offering during Q2 2017.
- After the end of the period STRAX brand Gear4 continues to extend its footprint in the US and is now sold in more than 6 000 stores distributed through TESCO Technologies and Superior Communications.
- In August STRAX relaunched Thor, the proprietary screen protection brand, with refreshed packaging, retail training kits and a new website.

“Aggressive investments into new markets and proprietary brands continues to yield positive results. We maintain strong sales growth in North America and the Middle East and an ever expanding presence of Urbanista and Gear4 across all our markets and channels. Our scalable business model continues to prove greater EBITDA growth over sales growth”.

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, partner branded accessories and connected devices. The proprietary brands include XQISIT, GEAR4, Urbanista, THOR, AVO+ and FLAVR. The company furthermore represents over 30 brands. The company 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 has 200 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 August 23 2017.