

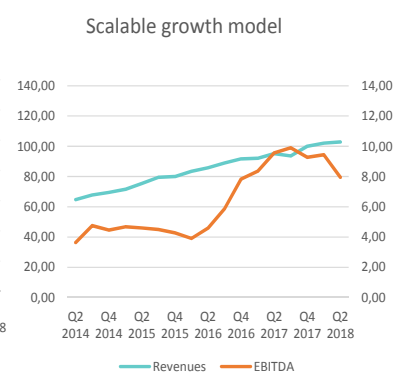
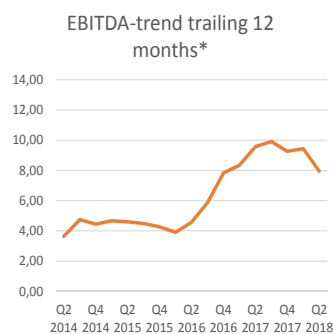
# STRAX

PRESS RELEASE  
AUGUST 23, 2018

## STRAX: INTERIM REPORT NO 2 FOR THE FINANCIAL YEAR 2018

STRAX is taking immediate action to adjust to a rapidly changing business environment, with significant cost reductions and investments in e-commerce as well as digitalization tools to future proof the business, whilst continuing to pursue the house of brands strategy.

- The Group's sales for the period January 1 – June 30, 2018, amounted to MEUR 45.8 (43.5), gross margin increased to 32.5 (27.9) percent.
- The Group's result for the period January 1 – June 30, 2018, amounted to MEUR 0.2 (2.2) corresponding to EUR 0.02 (0.02) per share. Equity as at June 30, 2018 amounted to MEUR 20.9 (20.0) corresponding to EUR 0.18 (0.17) per share.
- EBITDA for the period January 1 – June 30, 2018, amounted to MEUR 2.6 (3.3).
- STRAX fully understands and is prepared to address the extensive transformation its retail customers are going through; everything from e-commerce expansion, declining smartphone sales, growth of Asian OEMs to changes in consumer consumption and shopping patterns.



- Trailing 12 months EBITDA per quarter, EBITDA adjusted by items affecting comparability and currency effects

"STRAX has a solid foundation to become a distributor of the future: we have sound infrastructure, strong customer base, and highly qualified and motivated team, as well as a proven ability to change and transform when needed. I remain content with our house of brands strategy and optimistic that more profitable times are ahead."

Gudmundur Palmason, CEO

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**About STRAX**

STRAX is a market-leading global company specializing in mobile accessories and connected devices. STRAX has built a House of Brands to complement its value-added customer-specific solutions and services. STRAX House of Brands includes proprietary brands: XQISIT, GEAR4, Urbanista, THOR, avo+, FLAVR, Eule and licensed brands: adidas and bugatti. In addition STRAX represents over 40 major mobile accessory brands. STRAX sells into all key channels ranging from telecom operators, mass merchants and consumer electronics to lifestyle retailers and direct to consumers online. STRAX was founded in Miami and Hong Kong in 1995 and has since grown across the world. Today, STRAX has over 200 employees across 13 countries with its operational HQ and logistics center based in Germany. STRAX is listed on the Nasdaq Stockholm stock exchange.

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, 2018.