



PRESS RELEASE

March 13, 2017

STRAX: EXCLUSIVE DISTRIBUTION AGREEMENT WITH TESSCO FOR THE US MARKET

Strax, the mobile accessory brand specialist, has signed an exclusive distribution agreement with TESSCO Technologies, a value-added distributor and solutions provider for the wireless industry.

Strax has, as a house of brands, a unique portfolio of proprietary brands including Xqisit, Gear4, Urbanista, Thor, Avo+ and Flavr. The partnership with TESSCO will give Strax the opportunity to extend their reach in to the US market and a very effective platform for all of the Strax brands.

“TESSCO offers the best distribution partnership for our strong portfolio of proprietary brands in the US market. We already reach more than 5,000 doors in the US, and we have a great opportunity to expand rapidly by teaming up with TESSCO, the industry leader in its market” said Gudmundur Palmason, CEO Strax AB.

“Strax has a unique portfolio of brands, all of them representing a great addition to the TESSCO portfolio of products. Recently we have been having huge success with one of the brands in the Strax portfolio, Gear4, with their slim, stylish protection case, the offering is spot on for the US market” said Liz Robinson, VP of Mobility for TESSCO.

About TESSCO

TESSCO Technologies, Inc. (NASDAQ: TESS) is a value-added technology distributor, manufacturer, and solutions provider. TESSCO was founded more than 30 years ago with a commitment to deliver industry-leading products, knowledge, solutions, and customer service and supports customers in the public and private sector. TESSCO supplies more than 50,000 products from 400 of the industry’s top manufacturers in mobile communications, Wi-Fi, Internet of Things, and wireless backhaul. As Your Total Source®, TESSCO is a single source for outstanding customer experience, expert knowledge, and complete end-to-end solutions for the wireless industry.

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.

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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 2:15 pm CET on March 13, 2017.

