



PRESS RELEASE
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STRAX: TLF SIGNS EXCLUSIVE LICENSING AGREEMENTS WITH SUPERDRY AND WeSC

Telecom Lifestyle Fashion (TLF), the licensing specialist owned by STRAX, has signed two new global licensing agreements. One with the UK fashion label Superdry for mobile accessories and another with the Swedish streetwear brand WeSC for headphones and mobile accessories.

Both agreements are globally exclusive with a three-year duration. The Superdry range will be brought to market in Q2 2020, followed by WeSC true wireless headphones in Q3 same year.

"Superdry and WeSC bring both depth and a new product category to the TLF portfolio of licensed brands, which up until now has been focusing its efforts on protection under licensing agreement for adidas Originals and adidas Sports. Superdry is a well-known fashion brand with a distinct brand identity and global fanbase, whilst WeSC has strong heritage in streetwear fashion with a reputation as a trend leader in the headphone space. We are very excited to launch mobile tech accessories under the Superdry and WeSC brands and are optimistic to see strong demand from STRAX retail customers as well as online marketplace success through Brandvault," says Gudmundur Palmason, CEO, STRAX AB.

For further information please contact Gudmundur Palmason, CEO, STRAX AB, +46 8 545 017 50.

About Telecom Lifestyle Fashion (TLF)

Based in Tilburg, in the Netherlands, TLF designs, develops, manufactures and markets innovative accessories for mobile devices under license from the world's biggest fashion and lifestyle brands. TLF strives to be the licensing partner of choice for global lifestyle and fashion brands expanding into mobile device accessories.

About Superdry

Founded in the UK in 2003, Superdry has become an iconic and contemporary fashion brand focusing on high-quality products that fuse vintage Americana with Japanese-inspired graphics. Characterised by quality fabrics, authentic vintage washes, unique detailing and world leading graphics, Superdry has gained exclusive appeal as well as a global celebrity following. With over 500 physical points of sale across 46 different countries as well as superdry.com which ships product to over 100 countries, Superdry has a significant and growing presence around the world which is testament to the quality of its products as well as its unique market position.

About WeSC

WeSC designs, markets and sells clothing & accessories in the premium streetwear segment of the international market under the WeSC (We are the Superlative Conspiracy) brand. WeSC's shares are traded on the Nasdaq First North Growth Market and the company's Certified Adviser is G&W Fund Commission.

About STRAX

STRAX is a global company specializing in mobile accessories. STRAX develops and grows brands through an omnichannel approach. STRAX operates two complimentary businesses – Own brands and Distribution (retail and online marketplaces) - where the lifestyle audio brand Urbanista is the flagship along with our licensed brand adidas. Through its retail distribution platform in Europe STRAX represents over 40 major mobile accessory brands, whilst Brandvault focuses on online marketplace distribution globally. 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 in 12 countries with its operational HQ and logistics center based in Germany. STRAX is listed on the Nasdaq Stockholm Stock Exchange.