



**PRESS RELEASE**  
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**STRAX: STRAX AWARDED MOBILE ACCESSORY CONTRACT WITH VODAFONE UK**

Vodafone UK has awarded STRAX the contract to become its sole provider of mobile accessories across all retail channels.

STRAX, a leading global specialist in mobile accessories, will manage and supply products to all of Vodafone UK's 450 retail stores, enterprise business units and online channels from 1<sup>st</sup> March 2018.

This partnership will see STRAX deliver a full category vendor managed availability (VMA) solution to each Vodafone UK sales channel, and will include Vodafone branded accessories as well as a selection from the STRAX portfolio of leading proprietary, partner and licensed brands. Under the terms of this VMA arrangement STRAX will undertake responsibility for all product assortment, collaborative planning forecasting and replenishment (CPFR), promotions/marketing, provide a dedicated team of expertise in Vodafone UK Newbury HQ and importantly ownership of the up/downstream channel inventory until sold to the end consumer.

The new agreement with Vodafone UK further establishes STRAX as one of the leading suppliers in the UK accessories market. Recent data indicates the accessories market in UK alone generates in excess of EUR 620 million of annual retail sales, which makes it one of the most important markets in Europe.

" When we announced the partnership agreement to supply Vodafone branded accessories in late 2016 I expressed high hopes we could expand our relationship and service offering with key Vodafone operating companies. Having successfully launched Vodafone branded accessories into several markets in 2017, it is with great pride we start 2018 with this new agreement with Vodafone UK. Winning this contract provides STRAX with a fantastic opportunity to grow both ours and Vodafone's share of the buoyant UK accessories market" says Gudmundur Palmason, CEO STRAX.

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

**About Vodafone UK**

Vodafone Group is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone Group has mobile operations in 26 countries, partners with mobile networks in 49 more, and fixed broadband operations in 19 markets. As of 30 September 2017, Vodafone Group had 522.8 million mobile customers and 18.8 million fixed broadband customers, including India and all of the customers in Vodafone's joint ventures and associates. For more information, please visit: [www.vodafone.com](http://www.vodafone.com)

Vodafone UK partners with businesses of all sizes - from start-ups and small businesses to the largest corporates and the public sector. The company has worked with UK businesses for over 30 years, starting out as a mobile provider and becoming one of the UK's leading total communications partners. It provides a range of voice and data services, secure communications infrastructure, fixed and call centre capability, and unified communications, and was the first mobile phone operator to offer a truly converged service for fixed and mobile.

**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. The information was submitted for publication, through the agency of the contact person set out above, 12:55 CET on January 26 2018.