



Jays Group AB  
General press release  
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## Jays announces partnership with Aqipa in the DACH region

*Swedish audio product developer Jays Group AB (publ) is partnering with distributor Aqipa GmbH, one of the leading retailers of consumer electronics and CE accessories in the DACH region.*

Jays Group AB (publ) announces a new partnership for distribution in the DACH region with Aqipa, starting from Q2 2018. The agreement involves Jays' current and future product range including a dozen SKU's from the a-JAYS, u-JAYS and upcoming products.

Aqipa's heritage as a consumer electronic retail specialist stretches back over 25 years. Aqipa focuses on the distribution and marketing of premium accessory products in the consumer electronics sector.

"I am confident that the partnership with Aqipa will result in advantageous business in the DACH region, both through Media Markt and the other 10 000+ stores that Aqipa distributes. Aqipa is a reputed brand with a genuine specialization within the audio field", says Henrik Andersson, CEO of Jays Group AB (publ).

"We are proud to announce our partnership with Jays – their products fit perfectly into our portfolio of strong audio brands and we are looking forward to bring their innovative products to consumers all over Europe", says Christian Trapl, CEO of Aqipa.

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*Jays Group AB (publ) is noted at Nasdaq OMX First North. Certified Adviser is Remium Nordic Holding AB.*