



Jays announces partnership with Singapore distributor iFactory Asia

The Swedish audio product developer Jays AB (publ) has signed a distribution agreement with iFactory Asia, a leading distributor for in-ear monitor and high end headphone brands in Singapore.

Jays announces a new partnership for distribution in Singapore with iFactory Asia. The agreement involves Jays' current and future product range including the a-JAYS, u-JAYS and q-JAYS series.

Based in Singapore, iFactory Asia specializes in the distribution of premium and quality consumer technology and electronics, covering about 130 retail channels island-wide.

"We are proud to be able to use our proven expertise and experience developed in the past eight years to help Jays relaunch the brand in Singapore. We are optimistic that Jays' local presence and its leading position in the industry will be further enhanced and strengthened upon the commencement of our partnership", says Mr. Soon, Director of iFactory Asia Pte Ltd.

"As Singapore is one of the larger Asian markets and an historically important market for Jays, I am confident that the partnership with iFactory Asia will result in advantageous business and brand awareness", says Henrik Andersson, CEO of Jays AB (publ).

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JAYS is a global Swedish brand that exists to create engaging experiences based on a genuine belief in everyone's right to great sound. A JAYS product is a statement of true care for its user. Jays AB (publ) has a heritage of simplicity that permeates everything it does, and renders products that are intuitive, timeless and built to last.

The company's promise is devotion to authenticity and rigorous attention to details through design and engineering excellence. Jays AB (Publ) is listed on NASDAQ OMX First North in Stockholm, Sweden. Certified Advisor is Remium Nordic AB.