

Jays announce partnership with Japanese audio distributor Bravell Inc.

Leading Swedish audio product developer Jays AB (publ) has announced a new partnership for distribution in Japan with Bravell Inc. The agreement involves Jays' current and future product range including the a-JAYS, u-JAYS and q-JAYS Series.

"Being the third largest economy in the world with high significance within consumer electronics, and headphones in particular, we are excited to partner with Bravell to increase our market presence. Together with Bravell, we look forward to developing our brand in Japan, a market also known for their great interest for Scandinavian design and products." Says Rune Torbjørnsen, CEO of Jays AB (publ).

"It is our greatest honor to be an official distributor of JAYS in Japan. In Japan, Sweden is well known for its universal and

sophisticated design. The creative and practicable design and luxury sound quality of JAYS earphones and headphones will certainly and delightedly be accepted by Japanese discerning customers." said Makoto Akamatsu, Executive Director of Bravell Inc.

Established in 2003, Bravell Inc. has a strong record of brand building. The agreement of distribution is non-exclusive and entails no guaranteed volumes.

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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. This information is information that Jays AB (publ) 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 8:30 CET on October 27, 2016.