



Jays signs global purchase agreement with Brightstar Corp.

The Swedish audio product developer Jays AB (publ) has signed a coveted global purchase agreement with the world's largest distributor of mobile accessories, American Brightstar Corp. The agreement outlines and deepens the cooperation that began one year ago, and effectively creates better opportunities for the Company to make an impact and increase growth through Brightstar's system.

Since announcing the global cooperation with Brightstar, presales efforts have been conducted on numerous markets which have led up to the execution of the global purchase agreement. With the Master Purchase Agreement (MPA), Jays as a selected brand in Brightstar's global portfolio has a distinguished opportunity to better utilize the extensive network of dealers to maximum commercial effect; globally, regionally and locally. After collaborative local presales and contract negotiations leading up to the agreement, Jays is very pleased to see the cooperation now formalised.

"We look forward to progress the business with a globally governing agreement" says CEO Rune Torbjörnsen. "As previously communicated we will initially focus on the US market and primarily on stores with high customer interaction where we have been succesful in the past. We will, however, proceed to approach all global markets to fully utilize the opportunities this contract entails. One such opportunity being the direct access to retailers that Brightstar has provided, which give us the ability to develop our sales channels in a way that has not previously been possible."

The MPA covers all markets where Brightstar operates, to which Jays' products will be presented as part of the global product range. These markets include: US, Canada, Brazil, Chile, Colombia, Mexico, Panama, Sweden, Denmark, Norway, Finland, Estonia, Latvia, Lithuania, UK, Ireland, Turkey, Spain, UAE, Qatar, Bahrain, Kuwait, Oman, Australia, Hong Kong, Japan, Korea, Malaysia, New Zealand, Singapore and Thailand. The agreement does not give Brightstar the exclusive right to distribute Jays' products in the mentioned markets, nor does it stipulate any sales volume commitment. The MPA imposes extended liabilities for the Company toward Brightstar, but also provides a forefront position within Brightstar's global network.

For more information, please contact:

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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.

