

Jays teams up with Ascendeo France

Swedish award winning headphone maker Jays AB (publ) is now partnering with pan European distributor Ascendeo for the French market.

The Swedish award winning headphone maker Jays AB (publ) now expands further in the French market by teaming up with Ascendeo, leading distributor for accessories in Europe.

Ascendeo was established in 2008 and is a pan-European joint-venture, specialized in mobile accessories with brands such as Samsung, Sennheiser, HTC and Belkin among more than 50 in total. Ascendeo is one of two distributors that supply all telecom carriers in France. The revenue for 2013 for the whole of Europe with 15 000 points of sale was EURO 113 000 000, of which France represented EURO 50 000 000.

"This opportunity to work with one of the largest distributors in Europe will most certainly bring our presence a few steps forward", says Rune Torbjörnsen, CEO Jays AB (publ). "Ascendeo has a strong track record in numbers, a great coverage in telecom and provides customer centered services, all of which will be to the benefit for our brand."

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Jays AB (publ) is a Swedish company that develops, designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed to provide the user with an authentic musical experience and full functionality in innovative solutions. The company is listed on NASDAQ OMX First North in Stockholm, Sweden.

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