

## Jays to establish branch in France

*Swedish headphone maker Jays AB (publ) expands by establishing a branch in Paris, France. The expansion caters to an ever growing demand for its products in Continental Europe, aiming at maintaining a high service level and exploring its cultural heritage*

Swedish headphone maker Jays AB (publ) has since entering the market in 2007 built its reputation on passion for music, a high level of quality and unrivaled price efficiency, honoring its Swedish roots with a feeling for authenticity, design and cultural pedigree. To meet the need for a high level of service towards its distributors and retailers in Continental Europe and to further build on its successful history in France, Jays now opens a branch in Paris.

"France has in its ranks some of the largest retailers and telecom companies in Europe. Our presence in France will allow us to strengthen our relationships with these key partners for mutual benefit" says Rune Torbjörnsen, CEO Jays AB (publ).

**For more information, please contact :**

Rune Torbjörnsen, CEO Jays AB (publ)

Mobile: +46 (0)733-730 770

Email: [rune.torbjornsen@jays.se](mailto:rune.torbjornsen@jays.se)

*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.*

**JAYS AB (publ)**

Åsögatan 121 | 116 24 Stockholm | Sweden

[www.jays.se](http://www.jays.se)