

Jays continues its European expansion into Benelux with Frequency

Swedish headphone maker Jays AB (publ) continues its European expansion and now rolls into Benelux with long-term distribution partner Frequency, opening a regional office in Rotterdam.

After establishing a long term presence in Europe and Asia, positioning itself as a top-seller in a number of countries with its award winning headset a-JAYS Four, the young and passionate Swedish headphone maker Jays AB (publ) now moves into Benelux in an exclusive agreement with long term partner Frequency. In the advent of the launch of Jays follow up success a-JAYS Five, Frequency will distribute the products in Belgium, Netherlands and Luxembourg in addition to exclusive agreements already signed for the UK, Ireland and Russia. With the aim to provide regional support, Frequency will also open a new regional office in Rotterdam, The Netherlands.

"We are both happy and excited about the possibility to further expand our cooperation with Frequency for the distribution of our products" says Rune Torbjörnsen CEO, Jays AB (publ). "We know from experience that Frequency does nurture a very healthy and pro-active approach in its work, helping us move forward in our quest to bring great musical experiences for smartphones to our friends, fans and followers over the world."

frequency

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Jays AB (publ) develops designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed to provide the user with maximum sound experience. Jays passion is the quest for the perfect sound – the sound that affects and inspires user's body and soul. The company is listed on NASDAQ OMX First North, expanding rapidly and its products are being sold in more than 25 countries worldwide.

Jays AB (publ)

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