

Jays is partnering with Al Fahim Avenue Group for Middle East Region

Swedish headphone manufacturer Jays AB (publ) is continuing its international expansion and now enters an agreement with Al Fahim Avenue Group for distribution in the United Arab Emirates, Qatar, Saudi Arabia, Kuwait and Bahrain.

Swedish headphone manufacturer Jays AB (publ) has signed an agreement for distribution with Al Fahim Avenue Group, one of the Middle East's most powerful players in distribution and sales of prestigious brands, based in Dubai, established in 2009. They intend to expand in the rapidly growing segment for premium audio and now choose to exclusively represent JAYS. The agreement includes several important regions of the Middle East such as the United Arab Emirates, Qatar, Saudi Arabia, Oman, Kuwait and Bahrain. The market for mobile accessories in the Middle East is estimated to be worth about 200 million USD, an increase of 42 % over the previous year.

Jays products will initially be available in Virgin Megastores and iStyle outlets in the UAE, but the presence will over time expand across more channels and regions.

"We are pleased that we now with our quality brand, are able to enter such a dynamic and consumer driven market", says Rune Torbjörnsen, CEO Jays AB (publ). "Al Fahim Avenue Group has many years of experience in establishing prestigious brands, and we welcome the fact that they have chosen to exclusively represent JAYS in their market."



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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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