

Jays teams up with 20:20 Mobile for the Nordic and Baltic regions

The Swedish headphone manufacturer Jays AB (publ) is consolidating its strong position in the Nordic market and expand further through an exclusive partnership with 20:20 Mobile, one of the leading Nordic distributors in telecom. Besides strengthening the distribution in existing markets also Finland, Denmark and the Baltic countries will be added to its territory.

Swedish headphone manufacturer Jays AB (publ) has for several years successfully topped the charts in the Nordic countries with its products and now faces a significant expansion of its extensive distribution channels with stronger performance in more countries. Through an exclusive agreement with 20:20 Mobile, Jays now chooses to work with a single distributor which will represent the entire JAYS product line, including the upcoming a-JAYS Five, in the Nordic and Baltic countries. In addition to a stronger position in Sweden and Norway, Jays will now be able to establish a continuous and long-term presence in Denmark and Finland as well as in the emerging markets of Estonia, Latvia and Lithuania.

- There has been a dramatic change in our industry in recent years. The consumer of today sets higher demands for quality and functionality and are willing to spend more on headphones that meet the requirements, says Rune Torbjørnsen, CEO Jays AB (publ). We are confident that our long-term cooperation with 20:20 Mobile meets market expectations with our new and groundbreaking product line a-JAYS Five for the three biggest platforms; iOS, Windows and Android. Jays will now have an opportunity to share a strong musical experience with all smartphone users throughout the Nordic and Baltic countries together with 20:20 Mobile.

- JAYS products complement 20:20 Mobile's product strategy well - where quality, innovation, and market proximity are in focus. Along with 20:20 Mobile, Jays will enter new markets. The aim is to create the same positive development and experience Jays have in the countries where they now are represented, says Fredrik Rudberg, CEO 20:20 Mobile. We anticipate continued strong sales of headphones. More and more users across all age groups today use their cell phone as their primary media and communication device. We look forward to this partnership and will fondly cherish the confidence as Jays exclusive partner in the Nordic and the Baltic countries, Fredrik Rudberg concludes.

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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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