

JAYS Mobile Music launching in Taiwan

The Swedish headphone manufacturer Jays AB (publ) has long had a strong presence in Asia and is now strengthening this further with a strong foothold in Taiwan, along with major distributor in telecom, E-Sentra.

The Swedish headphone maker Jays AB (publ) has with its concept Mobile Music recently met with an increasingly warmer reception in Asia and this market expansion now belongs to one of the company's most dynamic. Taiwan is by many considered to be a very important technological and cultural hub of Asia. Jays now have signed an agreement for the entire product line with the leading Taiwanese distributor E-Sentra, represented in a network of 3000 stores, since previously managing a number of premium brands. JAYS products are already introduced in the flagship stores of HTC and Samsung and with a large number of Apple Premium Resellers. The collaboration is initiated and will be switched up further during the initial part of 2013.

"We are very pleased with this agreement and deeply impressed by what E-Sentra has managed to accomplish in such a short time" says Rune Torbjörnsen, CEO Jays AB (publ). "We have since a long time been available in Asia and has already managed to establish a leading position for our passionate, Swedish and innovative approach to our line of products in Mobile Music. Now we have a terrific chance to cooperate with the very best to build a solid, sustainable and long-term position for the brand JAYS in this 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.

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