

Jays launches u-JAYS Wireless in Russia with M.video

The award-winning Swedish audio developer Jays AB (publ) is announcing the launch of u-JAYS Wireless in a national bundle campaign with the electronic retail chain M.video.

Jays has signed an agreement of distribution with Russian distributor AD & D. The agreement involves an initial order of u-JAYS Wireless with a corresponding value of 3,5 MSEK.

The initial order covers a national marketing campaign, providing customers purchasing the Samsung S8 via M.video with a pair of u-JAYS Wireless headphones.

"M.video is the optimal partner for the launch of u-JAYS in Russia and with its reputable stores, we are convinced that Jays as a brand will come to its full right." says Henrik Andersson, CEO of Jays AB (publ).

M.video are running the comprehensive national bundling campaign through their 380 stores in 144 Russian cities as well as 38 online stores and gives Jays an extensive visibility on the Russian market.

For more information, please contact:

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JAYS is a global Swedish brand that exists to create engaging experiences based on a genuine belief in everyone's right to great sound. A JAYS product is a statement of true care for its user. Jays AB (publ) has a heritage of simplicity that permeates everything it does, and renders products that are intuitive, timeless and built to last. The company's promise is devotion to authenticity and rigorous attention to details through design and engineering excellence.

Jays AB (Publ) is listed on NASDAQ OMX First North in Stockholm, Sweden. Certified Advisor is Remium Nordic AB.