



NORTHBAZE RECEIVES ORDER OF APPROX. SEK 37 MILLION, (USD 4 MILLION), LAUNCHES NEW SMART HOME SPEAKER SERIES

Regulatory Press Release

Gothenburg, January 10, 2022 – Northbaze Distribution AB part of Northbaze Group AB (Publ.) ("Northbaze") has received an order to deliver a series of Smart Home speakers to a sizable technology company on the Russian market. The partnership starts with an initial order value of approx. SEK 37 million, (USD 4 million).

The series of speakers is developed by Northbaze's audio brand "Jays". The Speaker range include three smart speakers in different sizes. Designed with Swedish design ethos in mind, an emphasis on craftsmanship, functionality, and reduced form, the speakers are constructed from high-quality materials and finished with premium fabric. They come in different price segments all made to simplify the everyday life of its consumers.

Made with ease of use in mind, the speakers offer an uncomplicated setup experience and integrates into any smart home setup.

Initially, during the first stage of the roll out for Russia, the speakers offer a customer specific smart home assistant. As Northbaze move onto its second phase of the roll out, the speakers will integrate Google Home and/or commonly used Smart Home assistants for each key market.

"We're proud to confirm this partnership as well as expanding our range of multiroom speakers with the addition of the new Smart Speaker range by Jays. Just by the size and magnitude of this opportunity it is an extremely exciting journey for us as a company but even more so inspiring to be part of our partner's journey. This partnership solidifies JAYS position on the Russian market as well as re-confirming JAYS know-how of building partnerships based on strong commercial understanding"., says Henrik Andersson CEO at Northbaze Group.

The first units of the range will start to ship in summer 2022 and will continue over fall 2022. With the initial order intake both parties hope that this is just the beginning. Re-orders and new projects are already under discussion.

This information is such that Northbaze Group AB is obliged to publish in accordance with the EU Market Abuse Regulation. The information was submitted, through the agency of the above contact person, for publication on January 10, 2022, at 13.00 CET.

NORTH BAZE GROUP

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About Northbaze Group AB (Publ)

Northbaze Group was founded in 2006 and has over the years expanded its target to a business idea that is to develop innovative and functional products within the audio, IT and mobile accessories area to simplify and improve people's experience of mobile devices and bridge people's lives together with today's technology. By controlling manufacturing and working closely with the market, we can refine existing brands and develop complementary brands to adapt to an ever-changing landscape and market needs for new smart solutions to simplify people's lives in a changing and increasingly technical world.

The vision is to create simplicity in people's increasingly technical lives by offering smart and functional audio products and IT accessories.

The shares in Northbaze Group (publ) are traded on the Nasdaq First North Growth Market. Certified Adviser is Partner Fondkommission AB with e-mail address info@partnerfk.se and telephone number +46 31 761 22 30.