

PRESS RELEASE

SAMSUNG SIGNS AGREEMENT WITH CELLULARLINE FOR THE DISTRIBUTION OF ITS RANGE OF BRANDED SMARTPHONE AND TABLET ACCESSORIES

THE AGREEMENT REGARDS CONSUMER ELECTRONICS, MASS MERCHANDISING AND TELCO CHANNELS IN ITALY

Reggio Emilia, November 27th, 2018 – Cellularline will start the distribution of the entire range of Samsung accessories for Smartphone and Tablet, with immediate effect on the Italian market. The non-exclusive agreement will regard Consumer Electronics, Mass Merchandising and Telco channels and its first benefits on revenues will show starting from the first quarter of 2019 financial year.

Cellularline will carry on not only the distribution, but also the valuation of the product range's exposure at retailers, the optimization of sales and procurement; all of that, exploiting the methodology and the applications that have enabled Cellularline to achieve leadership in the Italian and European market by satisfying both the requirements of B2B market and the expectations of end-users.

"This agreement is a confirmation of the soundness of our strategy. We are able to widely serve the Italian market, providing value-added services regarding the management of exhibition spaces, supply optimization, collection and analysis of data that allow us to deliver excellent performance in Italy and across Europe. This strategic partnership is aimed to further improve and optimize the service levels towards retailers and enhance the shopping experience of end-users. We are convinced that this contract and other important projects recently taken on represent a strong basis for a solid growth in 2019", commented Marco Cagnetta, Cellularline's Co-CEO.

*Cellularline S.p.A., founded in Reggio Emilia in 1990, through the **Cellularline** brand, is a leading company in the sector of accessories for smartphones and tablets. The Group sets the standard for technology and creativity in accessories for multimedia devices, with the goal of offering users accessories that provide excellent performance, ease of use and a unique experience. The Group currently employs approximately 200 employees and Cellularline brand products are sold in over 60 countries.*

Cellularline S.p.A. - Investor Relations

Tel. +39 0522 33 40 02

E-mail: ir@cellularlinegroup.com

Banca IMI S.p.A. - Nomad

Largo Mattioli 3, Milano

Email: cellularline-nomad@bancaimi.com

Barabino & Partners - Media Relations

Tel. +39 02 72023535

Federico Vercellino

E-mail: f.vercellino@barabino.it

Mob: +39 331 5745.171

Agota Dozsa

E-mail: a.dozsa@barabino.it

Mob: +39 338 7424.061