

PRESS RELEASE

**CELLULARLINE SIGNS A NEW DISTRIBUTION AGREEMENT IN FRANCE
ON THE MASS MERCHANDISE CHANNEL**

- *New agreement with a top distributor operating on the French market specialised in the Mass Merchandise channel recently signed.*
- *The agreement will enable Cellularline to reinforce its position on the main channel of Europe's second biggest market: to date the Group's presence has generated wide margins for development.*

Reggio Emilia, 11th March 2019 – On occasion of the Barcelona Trade Fair (*Mobile World Congress*) held in February 2019, the CEO of Cellularline, Marco Cagnetta and the General Manager of DS Distribution Nord, Gilles Misonnier, have formalised an agreement which will last till 31st December 2020. Renewable afterwards, on an annual basis, the agreement will provide for the distribution of Cellularline and AQL products by Distribution Nord on the Mass Merchandise channel in France, on which approximately 4 thousand independent retailers operate.

The agreement will enable Cellularline to benefit from the widespread presence of DS Distribution Nord across French territory (indeed the company operates on the channel with approximately 150 dedicated staff members and has forged solid relations with most stores mentioned above). In turn, the latter will be given the chance to develop profit and cost synergies for its own sales network, by providing Cellularline Group products specifically developed for the channel, in virtue of the company's extensive experience in Italy (where Cellularline has been leader for over a decade now).

The partnership will come into effect immediately. It is expected that new clients (especially independent retailers on the Mass Merchandise channel) will be progressively activated starting from the second quarter of 2019 and therefore impact on turnover for the current year will be palpable starting from the second half of 2019.

Lastly and once more thanks to the partnership with DS Distribution Nord, a supply agreement is currently being formalised with a French company operating on the Mass Merchandise channel, with over 1,500 stores and for which Cellularline will become a major supplier, through DS Distribution Nord, starting from the second quarter of 2019.

This press release is available on the Company's website www.cellularlinegroup.com

*Cellularline S.p.A., founded in Reggio Emilia in 1990, with the brands **Cellularline**, **AQL** and **Interphone**, is the leading company in the sector of accessories for smartphones and tablets. The Group is a technological and creative reference point for accessories for multimedia devices and strives to provide users with products which distinguish themselves in*

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virtue of their outstanding performance, ease of use and experiential uniqueness. Today the Group employs approximately 200 members of staff. Cellularline brand products are commercialised in over 60 countries.

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