

PRESS RELEASE

**CELLULARLINE LAUNCHES PLOOS, THE NEW BRAND AND PRODUCT RANGE**



- *The launch of the new brand falls within a wider strategic review of the Group's brand portfolio.*
- *The PLOOS range will allow Cellularline to strengthen its position in a number of EMEA markets and in channels where the Group has ample scope to develop its presence.*
- *PLOOS will be the Group's entry-level brand, featuring simple design and functionality.*

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Reggio Emilia, 11 February 2020 - Cellularline Group has announced the launch of the new PLOOS brand, bringing together a range of around 50 products composed primarily of charging, car and audio accessories.

The product packaging has a strong and distinctive visual identity, with compact dimensions in order to reduce their environmental impact and, despite being characterized by an excellent value for money, they still maintain the distinguishing features synonymous with all Cellularline Group products.

PLOOS supplements the Group's main brand offering thanks to a complementary market position and will be particularly attractive to clients operating in markets abroad or sales channels that are more sensitive to pricing. It's expected that the new range will be ready to be progressively introduced to the market through clients (initially retailers in the Mass Merchandise and Convenience Store channels) as of second quarter 2020.

The new launch - an integral part of the Group's strategy - confirms Cellularline's goal of securing further growth in channels and geographical areas where its presence is still under developed. At the same time, Cellularline aims to develop the necessary technical expertise to tap into market opportunities and maintain a stringent evaluation process for both make or buy options.

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This press release is available on the company's website: [www.cellularlinegroup.com](http://www.cellularlinegroup.com)

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*Founded in Reggio Emilia in 1990, Cellularline S.p.A. has a brand portfolio comprising **Cellularline, PLOOS, AQL, MusicSound** and **Interphone** and is the leading company in the smartphone and tablet accessory sector. The Group is at the technological and creative forefront of the multimedia device accessory industry, striving to deliver products synonymous with outstanding performance, ease of use and a unique user experience. The Group employs approximately 220 members of staff. Cellularline brand products are sold in over 60 countries.*

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