

PRESS RELEASE

CELLULARLINE PRESENTS HI-GENS, THE NEW UV-C RAY STERILIZER



- *The Hi-Gens sterilizer is confirmation of the process of strategic expansion of the Group's product portfolio.*
- *Hi-Gens demonstrates the Group's capacity for innovation and development.*

Reggio Emilia, 11 June 2020 - Cellularline S.p.A. (hereinafter "**Cellularline**" or "**Company**"), a leading company in the smartphones and tablet accessories industry, listed on the STAR segment of the Italian Stock Exchange, presents Hi-Gens, the new portable sterilizer which, using UVGI (*ultraviolet germicidal irradiation*) technology, eliminates 99.99% of the viruses and bacteria present on small and large objects in just one minute.

The current unprecedented health emergency has helped raise awareness about the importance of keeping the products and surfaces around us as clean as possible; the Hi-Gens certified UV-C LED lamps eliminate pathogens, preventing viruses and bacteria from spreading and moving from objects to places where you feel more protected or spend most of your time.

Hi-Gens is a unique, innovative product equipped with a convenient compartment in which you can place objects that require sterilization (smartphones, keys, glasses, coins and everything that fits the size of the box). Thanks to its foldable structure, it can become extremely compact and can be easily transported to anywhere you need to sterilize objects after contact with the outside world.

With Hi-Gens, Cellularline confirms its commitment to customers and their safety, meeting new needs and requirements that have emerged at this particular time in which hygiene is becoming essential to protecting your habitat and well-being.

The new sterilizer is available in the EMEA market through the Group's main channels since June 10th.



Christian Aleotti, Co-CEO of Cellularline, commented: *“Following the agreement with Microban for the range of natively antimicrobial covers and glass screen protectors for smartphones, with Hi-Gens we are making further progress in the development of advanced and innovative accessories designed to safeguard our customers’ well-being. We are confident that these new products meet a structural need and that the market and consumers will appreciate their usefulness and effectiveness.”*

*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 accessories sector. The Group is at the technological and creative forefront of the multimedia device accessories industry, striving to deliver products synonymous with outstanding performance, ease of use and a unique user experience. The Group currently has 220 employees. Cellularline brand products are sold in over 60 countries.*

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