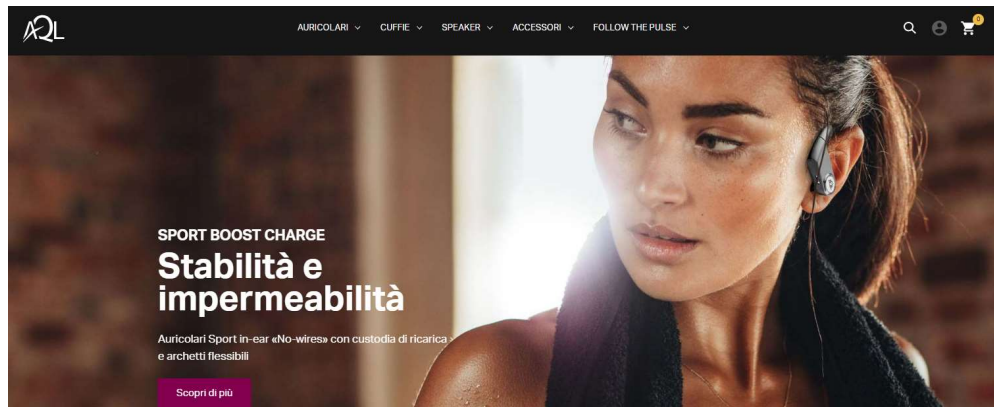


PRESS RELEASE

OFFICIAL E-COMMERCE SITE ONLINE FOR AQL™

THE AUDIO BRAND FOR THOSE WHO FOLLOW THEIR PASSIONS



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Reggio Emilia, 20 October 2020 - **Cellularline**, a European leader in the smartphone and tablet accessories sector listed on the Mercato Telematico Azionario - STAR Segment, has internally developed a site offering an innovative user experience dedicated to **Audio Quality Lab™ (AQL™)**, the accessory brand fully devoted to all dimensions of the audio market: work, free time, sport and daily life.

**www.audioqualitylab.com** - which complements the Group's other websites ([www.cellularline.com](http://www.cellularline.com) and [www.interphone.com](http://www.interphone.com)) - is a next-generation e-commerce site capable of helping reinforce the strategy adopted by the Group, which sees a strategic growth opportunity in the online channel, to be pursued both organically and through acquisitions, across all major markets served.

Quality, emotion and passion: AQL™ is a forward-looking brand designed for a generation of curious adventurers, a faithful travelling companion that accompanies them every day in sharing the experience of authentic real-life stories and discovering the world in all its infinite facets.

Our heartbeat sets the rhythm for our daily lives and makes us feel alive; music is our companion and muse, energising us to follow our dreams.

The AQL™ website has a strong visual and emotional impact and is composed of sections dedicated to all product lines: earbuds, headphones, speakers and high-tech accessories with a unique and innovative design. The AQL™ brand is also unique in terms of the storytelling used to represent it: through its brand ambassadors, it tells the tales of people who follow their passions day in and day out. *Follow The Pulse* is the claim that represents the digital project, designed to instil empathy and form a connection with consumers by focusing on the stories of those who have always followed their instincts to make their dreams a reality, without ever giving up. Surfer Roberto D'Amico, the band made up of Davide Shorty and the Funk Shui Project, singer Sara Ammendolia, known as Her Skin, and sound engineer Andrea Sologni are the brand ambassadors who provide an intimate and personal account of what it means to them to fully live out and believe in their passions.

The smartphone is now a full-fledged interconnection and content hub, and with this in mind, the Cellularline Group seeks to assist all its consumers in meeting their needs – such as the need for an unlimited, pure music experience.

# [CELLULARLINEGROUP]



Audio Quality Lab™ pursues this very same goal. Communicating with a target audience of teenagers and young adults who love to listen to music at home and on the go, without compromising on the quality of voice messages and calls. Earbuds, headphones and speakers are the core products in a range with a price point of under €100, designed to compete in the main segment of the market, while also making the latest audio reproduction technologies accessible to a broad public of users.

*“The launch of the AQL™ website and e-commerce system mark the completion of positioning and visibility efforts in support of a brand that has become strategic within the product portfolio, further confirming the Group’s increasing commitment to developing the online channel, above all through proprietary platforms and assets. This is due to both the importance of the audio segment - which is growing at a double-digit rate across all European countries and for Cellularline - and the Group’s steadfast pursuit of its business plan”, as emphasised by Marketing & Digital Director, Alessio Lasagni.*

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*Founded in Reggio Emilia in 1990, Cellularline S.p.A. has a brand portfolio comprising Cellularline, PLOOS, AQL, MusicSound, Interphone and SKROSS and it 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 240 employees. Cellularline brand products are sold in over 60 countries.*

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