

PRESS RELEASE

CELLULARLINE: ALL ACCESSORIES FOR THE NEW APPLE PRODUCT RANGE ARE NOW READY

- *Over 110 accessories are already available for the four new iPhone 12 models.*
- *Like the new iPhone 12, also iPhone SE, iPhone XR, iPhone 11 will be delivered without earphones and charger in the box: Cellularline is ready with the complete range for all models.*
- *Over 30 accessories available for Apple Watch Series 6 and Apple Watch SE and for the new iPad and iPad Air.*

Reggio Emilia, 3 November 2020 – Cellularline, a European leader in the smartphone and tablet accessories sector, listed on the Mercato Telematico Azionario – STAR Segment, announces that it has developed and launched an extensive catalogue to meet the new needs of Apple users.

The four new models of the iPhone 12 will be available on the market for the first time in packaging without charger and earphones, and the same sales policy will also extend to the current iPhone SE, iPhone XR and iPhone 11. In this inspiring context, in addition to the clear expectations for its range of chargers and earphones, Cellularline launches a wide range of new cases, including the new range with Microban® anti-bacterial treatment, enhanced with high-performance protective glass.

Cellularline also, with a new complete range, expands its offer with accessories dedicated to other successful products of the Cupertino company: Apple Watch Series 6 and Apple Watch SE, AirPods and AirPods Pro. This range of accessories satisfies a growing audience, which makes particularly intensive use of these products, highlighting specific protection needs, functionality and charging methods.

The new range of accessories dedicated to the new iPad and iPad Air is also immediately available.

Cellularline already boasts a leading position in the market for Apple-compatible accessories and this new sales policy constitutes a significant and tangible business opportunity.

*“Apple’s choice helps to pave the way for a new path for **smartphone and tablet accessories**, creating more advantageous conditions in this product category and further unlocking the market by encouraging free consumer choice. In addition to representing an opportunity for us, who believe we have one of the widest and highest-quality product ranges currently on the market, this new course reflects a new and more aware vision of the accessories market, which is becoming ever less constrained in terms of rationale and technology, strongly complementing to the offer of smartphones, tablets, wearables and audio products,”* commented **Marco Cagnetta, Co-CEO** of Cellularline.

[CELLULARLINEGROUP]



*Cellularline S.p.A., founded in Reggio Emilia in 1990, is, together with its brands **Cellularline**, **PLOOS**, **AQL**, **MusicSound**, **Interphone** and **SKROSS**, 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.*

Cellularline S.p.A. – Investor Relations

E-mail: ir@cellularlinegroup.com

Barabino & Partners – Media Relations

Tel. +39 02 72023535

Federico Vercellino

E-mail: f.vercellino@barabino.it

Mobile: +39 331 5745171