

PRESS RELEASE

Completed the sale of the entire stake of L Catterton S.A.S. in Cellularline S.p.A.

Cellularline's Chairman and Co-CEO simultaneously increased their stake in the Company

The consideration for the transaction amounts to approximately Euro 8.7 million, resulting from the sale of approximately n. 2.3 million ordinary shares of Cellularline S.p.A. at a price of Euro 3.85 per share

Reggio Emilia, 28 December 2020 - Cellularline S.p.A. ("**Cellularline**" or "**Company**"), a leading company in the sector of accessories for smartphones and tablets, listed on the Mercato Telematico Azionario - STAR segment, announces that it was informed by the shareholder S.M.L.K S.r.l. (company attributable to funds managed by the private equity operator L Catterton Europe S.A.S.) ("**Selling Shareholder**" or "**S.M.L.K**") has sold to some qualified investors n. 2,260,023 ordinary shares of the Company, corresponding to 10.428% of the ordinary share capital with voting rights, at the price of Euro 3.85 per share.

The sale, whose settlement is expected on December 30, 2020, concerned the entire stake held by S.M.L.K in Cellularline S.p.A., for a total consideration of approximately Euro 8.7 million

In this context, the Company was also informed that The Chairman, Antonio Luigi Tazartes, and the Co-CEO, Christian Aleotti, of Cellularline S.p.A bought from the selling shareholder n. 130,000 shares each, increasing their stake in the Company.

Following the transaction, on the basis of the information available to the Company, Tazartes holds n. 330,000 ordinary shares (equal to 1.523% of the share capital with voting rights) and Aleotti n. 1,855,006 ordinary shares (equal to 8.559% of the share capital with voting rights).

*Cellularline S.p.A., founded in Reggio Emilia in 1990, with the brands **Cellularline**, **AQL**, **MusicSound**, **Interphone** and **Skross**, 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 virtue of their outstanding performance, ease of use and experiential uniqueness. Today the Group employs approximately 240 members of staff. Cellularline brand products are sold in over 60 countries.*

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