



PRESS RELEASE

CELLULARLINE SIGNS AN AGREEMENT WITH NATIVA AND ACCELERATES ITS TRANSITION TO A SUSTAINABLE BUSINESS MODEL IN THE LONG TERM

- *The agreement is part of the (R)EVOLUTION project launched in early 2020.*
- *The partnership - an integral part of the Company's ESG strategy - is designed to increase the company's virtuous contribution to society and the planet by allowing sustainability to be integrated naturally into the Group's business model.*

Reggio Emilia, 17 December 2020 - The Cellularline Group (hereinafter “**Cellularline**” or the “**Company**”), a leading player in the smartphone and tablet accessories sector listed on the MTA Market - STAR Segment, announces that it has reached an agreement with Nativa intended to accelerate the Company's transition to a business model that makes a positive contribution to the environment and society through a sustainable innovation process in the long term.

Nativa, the first B Corporation and Benefit Company in Europe, is an innovation company that incorporates sustainability into the identities and business models of companies, through a path of evolution that leads them to the creation of value for the planet and the society.

Together with Nativa, Cellularline has decided to update its Vision by preparing a business strategy that is also guided by the principles of sustainable investment, measuring its impact with the tools used by B Corporations – companies that meet the highest sustainability standards in the world.

After a phase of assessment of the Group's activities, at both the corporate and product level, expected to be completed in the first half of the year, an improvement strategy will be prepared to integrate sustainability principles into company processes.

The partnership with Nativa is the natural next step in the strategy underlying the (R)EVOLUTION project, launched in the first quarter of 2020 which, in addition to confirming the international quality certifications awarded to the Group's products over the years, has already resulted in concrete actions to reduce environmental impact in product packaging. Specifically:

- all paper used in packs will be FSC™ (Forest Stewardship Council) certified
- the ink used in printing packs will be made from soy
- the use of plastic on the inside and outside of packs will be kept to an absolute minimum.

In addition, as part of the (R)EVOLUTION project, the Group has launched a line of products, i.e. the BECOME eco cases, which are 100% compostable and use packaging made from recycled and recyclable paper. Launched at the end of the first quarter of 2020, these cases boast a product composition based on polybutylene (PBAT), a completely biodegradable random copolyester combined with other materials of vegetal origin, such as bamboo fibre and corn starch.



“Our commitment to the environment is not only tangible, but an integral part of our medium- and long-term strategy. In 2020, we took substantial steps in this direction, but we felt the need to accelerate and reinforce our transition, and we believe Nativa is the right partner to do so. We have significant ambitions in the ESG area and this partnership confirms our commitment to improving the lives of individuals and our commitment to society and the environment,” commented **Marco Cagnetta, Co-CEO** of Cellularline Group.

“Cellularline has decided to embark on a process that is as innovative as it is rigorous, in order to evolve towards a sustainable business model in the long term, which is increasingly imperative if we want companies to contribute to dealing with the great social and environmental challenges of our century. Cellularline understood that sustainability represents not a limitation but an opportunity for companies to achieve their full potential, which otherwise, under the old models, would not be possible,” emphasised **Paolo Di Cesare, Co-Founder** of Nativa.

*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.*

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