



PRESS RELEASE

**DAVIDE DANIELI NAMED CHIEF CORPORATE & FINANCIAL OFFICER  
AND MANAGER RESPONSIBLE FOR PREPARING THE COMPANY'S FINANCIAL REPORTS**

Reggio Emilia, 12 February 2021 - Cellularline S.p.A. (“**Cellularline**” or the “**Company**”) announces that with effect as from 21 April 2021, it has appointed Davide Danieli as Chief Corporate & Financial Officer and Manager responsible for preparing the company’s financial reports and documents pursuant to article 154-bis of the Consolidated Finance Act, with the favourable opinion of the Board of Statutory Auditors, as he meets the requirements established in the Articles of Association for the position.

As required by the Instructions to the Borsa Italiana Regulation of Markets, it is noted that, based on the information available to the Company, Davide Danieli does not hold any ordinary shares of Cellularline S.p.A.

Danieli earned a degree in Economics from the University of Turin in 2000 and an Executive MBA from Altis - Università Cattolica of Milan. He has gained significant experience in administration, finance and controlling over the course of his decades-long career, which he began at a top audit and advisory firm and continued at a historic company listed in the STAR segment of the MTA stock exchange, moving up the ladder to eventually become Group CFO & HR and Manager in charge of financial reporting.

Over his 20-year career, in addition to his vast experience in AFC, Tax and HR, Danieli personally contributed to the transformation and digitalisation of business processes, M&As, post-merger integrations and the optimisation of business performance to maximise value for shareholders.

**Christian Aleotti, Co-CEO** of Cellularline Group, stated, “We are thrilled to welcome Davide to Cellularline. His vast experience, high professional profile and international vision will further enrich the Group’s know-how. Davide’s appointment is another confirmation of our Group’s ability to attract the best talent and its ambition of pursuing continuous growth.”

**Davide Danieli**, Cellularline Group’s **new CFO**, added, “The position I am taking at Cellularline will be challenging, but it is a challenge I accept with joy and a sense of responsibility, armed with the knowledge that I am joining a talented team and a solid, respected Group with strong potential to move forward, and I plan to wholeheartedly contribute to its development.”

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*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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