

PRESS RELEASE

**CELLULARLINE ANNOUNCES THE LAUNCH OF NEW ECO-FRIENDLY ACCESSORIES
AND CELEBRATES EARTH DAY HAVING ACHIEVED THE MILESTONE
OF 1,000 TREES PLANTED WITH TREEDOM**

- *New, environmentally-sustainable chargers and cables join the BECOME line of accessories made with biodegradable and compostable materials.*

Reggio Emilia, 21 April 2021 - The Cellularline Group (“**Cellularline**” or the “**Company**”), a smartphone and tablet accessories leader listed on the STAR segment of the MTA, announces the upcoming launch of its new eco-friendly accessories on the market.

The Group’s green revolution continues with new products in the BECOME collection - launched in February 2020 - of Cellularline accessories made with biodegradable and compostable materials.

The BECOME line - currently consisting of covers and cases for iPhones and AirPods made out of PBAT (a biodegradable and compostable polymer) - will grow with new chargers and cables made mostly out of natural materials for a significant reduction in the amount of plastic used. The packaging will be completely made out of recycled and recyclable FSC-certified paper sourced from sustainably-managed forests. As Cellularline announced last year, it has begun rethinking how it packages its accessories, focusing on all-paper solutions to minimise its environmental impact.

As an integral part of its commitment to the environment, in collaboration with Treedom, Cellularline is participating in the “Seed the future” global project which - after reaching an initial milestone of 550 trees last year - has now had 1,000 trees planted in seven different countries, offsetting over 165,000 kg of CO₂.

Cellularline’s sustainability initiatives and projects are part of a partnership with Nativa, Europe’s first B Corp and Benefit Company, to speed up the Group’s transition to a business model with a positive impact on the environment and society through a long-term strategy of sustainable innovation.

*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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