

PRESS RELEASE

CELLULARLINE OBTAINS THE AEO AUTHORISATION, THANKS TO THE RECOGNISED EXCELLENCE IN THE LOGISTICS CHAIN

- *The AEO (Authorised Economic Operator) authorisation is granted by the Agenzia delle Dogane e dei Monopoli (Customs and Monopolies Agency) to operators who meet high safety and reliability requisites*
- *The new status will give Cellularline a series of advantages in terms of reducing time and costs in the relations with the customs authorities*

Reggio Emilia, 1st February 2022 - **Cellularline S.p.A.** (hereinafter “**Cellularline**” or the “**Company**” or the “**Group**”) - a European leader in the sector of accessories for smartphones and tablets, listed on the STAR segment of the Italian Electronic Stock Exchange - announces that it has obtained the authorisation as an AEO (Authorised Economic Operator) from the Agenzia delle Dogane e dei Monopoli - ADM (Customs and Monopolies Agency). The recognition, conferred by the ADM exclusively to subjects that meet strict standards of reliability and safety, will allow the Company to benefit from numerous facilitations in the relations with national and international customs authorities, simplifying and speeding up control procedures.

Cellularline - which operates in over 60 countries and ships more than 20 million products every year - has obtained the authorisation with the highest degree of reliability (AA) in both customs simplification (AEOC) and security (AEOS), demonstrating the high level of compliance achieved within the supply chain. Since it is valid throughout the European Union, but also recognised in important third countries including the United States, China, Japan and Switzerland, the authorisation will ensure Cellularline an even higher standing at a global level, consolidating the leadership achieved by the Group in the EMEA area and facilitating its expansion into other international markets.

“Being recognised as an AEO testifies to our continued commitment to improving the governance of the company, and it represents an important step in ensuring the perfect compliance of our processes in the relations with tax and customs authorities,” comments **Christian Aleotti, Co-CEO of Cellularline**. *“The authorisation will strengthen our position on the international scenario both from a reputational and competitive point of view, allowing us to speed up the time to market of products, as well as enhancing our supply chain.”*

The authorisation was issued at the end of a project carried out by the Group in constant contact with the **Customs Office** of Reggio Emilia and with the support of **Studio Miccinesi** Tax Legal Corporate of Milan.

*Cellularline S.p.A., founded in Reggio Emilia in 1990, is, together with its brands **Cellularline, PLOOS, AQL, MusicSound, Interphone, Nova, Skross** and **Coverlab**, 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 250 employees. Cellularline brand products are sold in over 60 countries.*

[CELLULARLINEGROUP]

www.cellularlinegroup.com

Cellularline S.p.A. - Investor Relations

E-mail: ir@cellularlinegroup.com

Spencer & Lewis - Ufficio Stampa

Aurelio Calamuneri - 389.5206965

calamuneri@spencerandlewis.com

Alessandro Flammini - 340.6271266

flammini@spencerandlewis.com