



PRESS RELEASE
2016-06-16

STRAX: STRONG PERFORMANCE AND FINANCIAL GOALS 2016

The performance for Strax has been strong with growth in sales of approximately 15 percent up until May 2016 compared to the same period last year.

For 2016 Strax's goal is to reach an EBITDA of MEUR 8 compared to MEUR 4.4 in 2015, corresponding to an EBITDA margin of 8 percent compared to 5 percent for 2015. The long term EBITDA goal is 12 percent.

"Strax has established a strong platform within the mobile accessories industry, an industry expected to continue to show significant growth for the forthcoming years. At the moment Strax is growing faster than the industry and we see this as a confirmation that Strax's integrated proposition to its customer is well positioned and received" says Gudmundur Palmason, CEO, Strax AB.

For further information contact Gudmundur Palmason, CEO, +46 8 545 017 50

About Strax AB

Strax is a global specialist within mobile accessories with own brands, such as xqisit, Gear4, Urbanista, Agna and Avo. The own brands are complemented with OEM brands, aftermarket brands, licensed brands and an end-to-end service offering. Strax is furthermore consistently growing its presence in connected devices, such as fitness trackers and smart home products. Strax's offering is primarily targeted towards traditional retailers, telecom operators and online retailers. In total, Strax has in excess of 600 B2B customers worldwide, including customers such as Dixons Carphone, Staples, Swisscom, Telenor, T-Mobile and Amazon. Strax operates through subsidiaries in Germany, France, UK, Sweden, Norway, Denmark, the Netherlands, Switzerland, Poland, the US, Hong Kong and China.

During 2015, Strax generated revenues of approximately SEK 748 million, representing an annual growth of approximately 18 percent compared to 2014. For the same period, Strax achieved an EBIT of approximately SEK 33 million. As of December 31st 2015 Strax employed 165 FTEs.

Strax AB (publ) is required to disclose the information provided herein pursuant to the Swedish Securities Markets Act and/or the Swedish Financial Instruments Trading Act. The information was provided for public release on the 16th of June 2016 at 12:30 p.m. CET.