

PRESS RELEASE**CELLULARLINE S.p.A.: ECONOMIC AND FINANCIAL OBJECTIVES OF THE 2022-2025 BUSINESS PLAN**

Reggio Emilia, 12 December 2024 - Cellularline S.p.A. ("**Cellularline**" or "**Issuer**") - listed on Euronext STAR Milan, market organised and managed by Borsa Italiana S.p.A. - announces that the Company's Board of Directors' meeting was concluded today, during which, among other things, the budget figures for the year 2025 were approved.

With reference to the press release of 3 October 2022, in which the Group disclosed certain financial data contained in the 2022-25 Business Plan, relating to the year 2025, on the basis of the estimates and scenario data available to date, the following is noted:

- with respect to Group revenues (then expected in a range between Euro 175 and 195 million for the year 2025), estimates available to date confirm that they should be in the middle to lower part of the indicated range;
- with respect to Adjusted EBITDA¹, it is confirmed the growth of recent periods. However, due to both the above-mentioned effect on revenues, as well as to a different composition of the country-channel-product mix, it is believed that the maximum target announced at the time, consisting of doubling 2021 EBITDA (Euro 16.1 million), will be achieved - taking into account the uncertainties arising from the macroeconomic and geopolitical context - to the extent of 75%-90%;
- with respect to the Leverage Ratio², the Group believes that its solid cash generation will allow it to achieve its previously communicated target of a ratio of less than 1:1.

FORWARD-LOOKING STATEMENTS

This press release may contain "forward-looking statements", which includes all statements that do not relate solely to historical or current facts and which are therefore inherently uncertain. All forward-looking statements rely on a number of assumptions, expectations, projections and provisional data concerning future events and are subject to a number of uncertainties and other factors, many of which are outside the control of Cellularline. There are a variety of factors that may cause actual results and performance to be materially different from the explicit or implicit contents of any forward-looking statements and thus, such forward-looking statements are not a reliable indicator of future performance. Cellularline undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable law.

Neither this document nor any part of it nor the fact of its distribution may form the basis of, or be relied on or in connection with, any contract or investment decision. Neither Cellularline nor any of its or their respective representatives, directors or employees accept any liability whatsoever in connection with this document or any of its contents or in relation to any loss arising from its use or from any reliance placed upon it.

¹ Adjusted EBITDA is calculated as EBITDA adjusted for *i*) non-recurring charges/(income), *ii*) the effects of non-recurring events, *iii*), events relating to extraordinary transactions and *iv*) operating foreign exchange gains/(losses).

² Leverage ratio is the ratio of net financial indebtedness to Adjusted EBITDA.

*Cellularline S.p.A., founded in Reggio Emilia in 1990, is, together with its brands **Cellularline, Interphone, AQL, MusicSound, Ploos+, Skross, Q2Power, Nova, Coverlab, Allogio, Peter Jäckel, Newrban, Untags, Film&Go e Style&Go**, 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 300 employees. Cellularline brand products are sold in over 60 countries*

Cellularline S.p.A. - Investor Relations

ir@cellularlinegroup.com

Close to Media – Press Office

Enrico Bandini +39 335 8484706

enrico.bandini@closetomedia.it

Alberto Selvatico +39 334 6867480

alberto.selvatico@closetomedia.it

Davide Casi

davide.casi@closetomedia.it