

PRESS RELEASE**CELLULARLINE S.P.A. STARTS SHARE BUYBACK PROGRAMME**

Reggio Emilia, 20 October 2022 - The Board of Directors of Cellularline S.p.A. ("**Cellularline**" or the "**Company**") has launched a treasury share buying and transfer programme (the "**Programme**"), starting from 24 October 2022, based on the authorisation resolution approved by the Shareholders' Meeting on 27 April 2022.

Objective of the Programme

The Programme aims to:

- i. preserve for subsequent use, including, by way of example, price in extraordinary transactions, including the exchange or sale of shareholdings to be realised through an exchange, contribution or other act of disposition and/or use, with other parties, or the allocation to the service of bonds convertible into shares of the Company or bonds with warrants;
- ii. service future remuneration and incentive plans based on financial instruments reserved for the directors and employees of the Company and/or the companies directly or indirectly controlled by it, either by granting purchase options free of charge, or by allocating shares free of charge (so-called stock option and stock grant plans);
- iii. serve any future programmes of free assignment of shares to shareholders.

In accordance with the resolutions passed by the Shareholders' Meeting, the Board of Directors resolved that the purchase will be carried out in one or more tranches, up to a maximum number of no. 526,475 Cellularline shares (ISIN: IT0005244618), equal to approximately 2.4% of the share capital, for a maximum value of Euro 2.0 million.

It is recalled that to date, the Company holds 1,004,298 treasury shares, equal to approximately 4.6% of the share capital.

Duration of the Programme

The programme will run for eighteen months from the date of the shareholders' meeting on 27 April 2022.

Method of execution

Share purchases can be made at a price no less than 15% below and no more than 15% above the reference price recorded by the stock in the stock exchange session of the day preceding each individual transaction.

Purchases will be carried out in respect of equal treatment of shareholders. Therefore, purchases will be made on Euronext STAR Milan, managed by Borsa Italiana S.p.A., in accordance with the obligations for trading, terms and conditions set out in Article 5 of Regulation (EU) 596/2014 (the "Market Abuse Regulation", or "**MAR**") and in the practices permitted under Article 13 MAR.

The maximum number of ordinary treasury shares that may be purchased daily may not exceed 25% of the average daily volume of shares on the trading venue where the purchase is made.

For the implementation of the purchase programme, the Board of Directors has entrusted Intesa Sanpaolo S.p.A. with the task of coordinating the share buyback programme. The intermediary will proceed with the purchase of Cellularline shares fully independently, in respect of the parameters and criteria defined contractually beforehand plus the restrictions of applicable legislation and the Shareholders' Meeting resolution.

Cellularline will disclose the details of purchases and any instructions executed and any other information, according to the time-scales set forth in the applicable legislation.

Any changes to the purchase programme and the information already published will be promptly communicated by the Company.

For any other information on the transaction, please refer to the Board of Directors' Report on the authorisation proposal approved by the Shareholders' Meeting on 27 April 2022, available on the Company's website, www.cellularlinegroup.com.

*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.*

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