

PRESS RELEASE

CELLULARLINE SIGNS A THREE-YEAR AGREEMENT WITH MEDIAMARKTSATURN GERMANY FOR DISTRIBUTION OF SMARTPHONE ACCESSORIES IN GERMANY**CELLULARLINE'S INTERNATIONAL PRESENCE IS FURTHER STRENGTHENED
THE COMPANY WILL BE ABLE TO TAKE ADVANTAGE OF MEDIAMARKTSATURN'S EXTENSIVE NETWORK IN GERMANY, CONSISTING OF APPROXIMATELY 400 OUTLETS**

Reggio Emilia, 28 February 2023 – **Cellularline S.p.A.**, Europe's leading manufacturer of accessories for smartphones and tablets and listed on Euronext Milan - STAR Segment, announces that it has signed a 3 years commercial agreement with MediaMarktSaturn Germany, the number one Consumer Electronics Retailer in Germany, strategically focusing on shopping experience, with related services and accessories selected ranges.

The agreement enlarges the distribution of Cellularline's range of products dedicated to charge and protection for smartphones in around 400 German sales outlets owned by MediaMarktSaturn Deutschland. The widespread presence of the stores in Germany will allow Cellularline Brand to reach a large pool of potential new users in the Country.

Thanks to this new agreement, Cellularline completes its presence in all the main Countries in which it operates MediaMarktSaturn Retail Group, already established partner of the company in Italy, Spain, Portugal, Switzerland, Benelux, Turkey, and others. The agreement is effective as of February 2023 and will last at least until December 2025.

Cellularline Group continues to pursue its internationalisation strategy, the agreement with MediaMarktSaturn will help strengthen Cellularline's position in Germany, market that has always been considered crucial for the company, sizing as the first European accessory market in Europe.

Marco Cagnetta, Co-CEO of Cellularline, remarked, *“We are very pleased with the agreement we have just signed with MediaMarktSaturn Germany, a first-class partner on the European scene. This strategic agreement allows us to furtherly expand our international presence, particularly in Germany, a competitive market in which we believe and in which we commit to build our solid growth, as the recent acquisition of Peter Jäckel also demonstrates. We are confident that the collaboration with MediaMarktSaturn will bring great satisfaction to both of us”.*

Cellularline S.p.A., founded in Reggio Emilia in 1990, is, together with its brands **Cellularline, PLOOS, AQL, MusicSound, Interphone, Nova, Skross, Coverlab and Allogio**, 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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