

PRESS RELEASE

CELLULARLINE GROUP BECOMES A BENEFIT CORPORATION

The company strengthens its commitment to responsible, inclusive development with a focus on people and the environment

Reggio Emilia, 10 June 2025 – Cellularline, the leading Italian company in the smartphone and tablet accessories sector, has taken a significant step in its journey toward sustainable business transformation by becoming a **Benefit Corporation**. This decision formalises its long-term commitment to generating a positive impact on society and the environment, embedding these objectives into its business model and making them an integral part of its corporate purpose.

Benefit Corporations were introduced in Italy in 2016 to distinguish those companies that, beyond generating profit, also pursue purposes of common benefit and operate responsibly, sustainably, and transparently towards all stakeholders. This governance model will now guide the strategy and development of the entire Cellularline Group, enabling it to face current and future challenges with greater resilience.

“This transition is a natural evolution of the commitment that has guided our choices for years, commented Christian Aleotti, CEO of Cellularline. Becoming a Benefit Corporation means looking to the future with even greater responsibility and awareness, placing people’s well-being, environmental care and responsible innovation – aimed at improving quality of life – at the heart of what we do.”

Cellularline thus formally commits to pursuing concrete environmental and social goals.

The common benefit purposes listed below reflect and strengthen the Group's strategic pillars:

- **Empowering People:** “to foster the development of individuals' full potential by creating an environment that ensures their well-being, motivation, and engagement. Additionally, to maintain continuous cooperation with partners who share a common vision, ideas, and projects, to enhance the creation of social, environmental, and economic value across the entire ecosystem”.
- **Responsible innovation:** “to prioritise the human dimension in innovation, aiming to design and develop the most effective products and services with minimal environmental impact, which fulfil people's needs and enhance the potential of technological experiences”.
- **Environmental sustainability:** “to progressively adapt its business and operational model towards achieving a climate-neutral economy, aligning with European climate neutrality goals and national targets for ecological transition.”

The transition to Benefit Corporation status was supported by NATIVA, a Regenerative Design Company that has long assisted Cellularline in designing and implementing a strategic path for integrating sustainability into the company’s business model and governance, and by Legance – Avvocati Associati, with Partner Roberto Randazzo.

Since 2020, Cellularline has defined a long-term strategic plan based on annual impact assessments, analysis of the sustainability profile of key products, and stakeholder mapping and engagement – with particular focus on the supply chain.

In 2025, the company aims to strengthen these commitments further, working with partners and stakeholders to pursue its common benefit goals.

With a well-established presence in over sixty countries, Cellularline is more committed than ever to building a future where technology serves the common good – combining **innovation, positive impact, and transparency**.

*Cellularline S.p.A., founded in Reggio Emilia in 1990, is, together with its brands **Cellularline, Interphone, MusicSound, Ploos+, Skross, Q2Power, Nova, Coverlab, Allogio, Peter Jäckel, Newrban, 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.*

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