

PRESS RELEASE

Cellularline signs partnership with Telepass for distribution of new Grab & Go device

Cellularline will leverage its extensive sales network and distribution channels, which in Italy alone include over 1,000 points of sale

Reggio Emilia, July 22nd, 2025— **Cellularline S.p.A.**, the leading Italian company in the smartphone and tablet accessories sector, listed in the STAR Segment on Euronext Milan, announces the signing of an agreement with **Telepass S.p.A.**, leader in electronic toll and integrated mobility services, and **My World S.r.l.**, a company with over ten years' experience in technology and telecommunications, for the distribution of the new **Telepass Grab & Go device**.

Telepass today presented a new type of electronic freeway toll payment product to the media. Its Telepass Grab & Go can be bought off the shelf and does not require a subscription. You pay one euro per day when it is actually being used for toll payments and one euro per day for other services; there are no charges when the device is not being used. It takes only a few seconds to activate through an App thanks to NFC technology.

Cellularline will support Telepass in distributing the new product in Europe, particularly in Italy, where the Group plans to reach over 1,000 physical points of sale, including large-scale retail chains, consumer electronics stores, travel retail outlets and motorcycle accessory shops. This will ensure widespread coverage throughout the country, as well as highly structured logistics management.

This agreement aligns with Cellularline's strategy of simplifying access to advanced mobility technologies. The Emilia-based company will provide Telepass with its expertise in trade marketing and established multi-channel relationships with all major retailers and stores through its field network.

"We are pleased to have been chosen as partners for this initiative, which strengthens our position in the smart mobility segment and confirms Cellularline's ability to collaborate with top-tier players to bring innovative solutions to market. We are committed to contributing to the success of this project, making all our expertise and resources available to ensure its maximum dissemination and accessibility." - said **Christian Aleotti, CEO of Cellularline**.

Cellularline is distinguished by its proven ability to effectively cover all retail channels, as well as for the solidity of its own retail network and deep knowledge of consumer purchasing behaviour. This is the basis for the partnership with Telepass, which will give the company access to a more direct, capillary, and accessible distribution model in this way creating new market opportunities.

The partnership between these two Italian companies combines innovation with broad distribution reach, creating mutual value and accelerating market access for new smart mobility solutions. The agreement maximizes Cellularline's distribution potential and expands growth opportunities for both companies, generating tangible benefits in terms of visibility, customer access, and business development.

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.

Cellularline Press Office

Close to Media

Enrico Bandini +39 335 8484706

enrico.bandini@closetomedia.it

Alberto Selvatico + 39 334 6867480

alberto.selvatico@closetomedia.it

Mariella Speciale +39 349 284 3110

mariella.speciale@closetomedia.it