



Jays signs Master Purchasing Agreement with Exeger

Gothenburg, 30 June 2022 - Jays, part of Northbaze Group AB (Publ.) ("Jays") has signed an agreement with Exeger to purchase Powerfoyle™ solar cells to be incorporated in Jays products intended for resale to customers, retailers, and distributors globally.

Jays was founded in 2006 with a vision that everyone should have the opportunity to experience great design with an effortless listening experience. Over the years, the brand's range of products have evolved with the market but always staying true to its core values based on the listening experience rather than a specific lifestyle.

Adding to these core values, the brand sees an opportunity to expand its range of audio products to offer a sustainable alternative to the current options on the market. They have therefore agreed with Exeger to create products using Powerfoyle solar cells that absorbs all forms of light, both indoors and outdoors, and transform it into clean endless energy.

Exeger, a Stockholm based company which was founded in 2009, started its journey to create world-changing solar cells to improve everyday life. In just one decade, Exeger's solar cell technology, Powerfoyle, has been described as the dawn of a new era and has opened for a universe with self-powered products. Exeger is contributing to addressing environmental challenges by powering existing and new products with any available light.

Jays intention is to build a range of Powerfoyle powered products in the next few years. Each product will be carefully developed with a sustainability-first focus both in replacing standard charging methods with clean solar power, but also in carefully considering what materials are used when making the product.

"I am thrilled to welcome Jays as a commercial partner and proud that Swedish companies continue to lead the way on sustainability and user-friendliness. Powerfoyle is the world's only fully-customizable solar cell and consequently uniquely positioned to power audio products given the extensive design requirements.

We are so excited about the pipeline of products for the next years. Powerfoyle-powered is simply better for everyone and it is through our partners that people around the world get to experience that," says Giovanni Fili, CEO of Exeger.

"This agreement with Exeger will enable us to push the envelope on how electronic products are shaped in the future. Not only will it allow for us to add exciting products to our already wide range of audio products, but it will set a clear direction on how we wish to contribute to offering sustainable audio products in a way no one has before. We have been studying Exeger's impressive journey and we are excited to now be part of it," says Henrik Andersson, CEO of Northbaze Group AB.

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About Northbaze Group AB (Publ)

Northbaze Group was founded in 2006 and has over the years expanded its target to a business idea that is to develop innovative and functional products within the audio, IT and mobile accessories area to simplify and improve people's experience of mobile devices and bridge people's lives together with today's technology. By controlling manufacturing and working closely with the market, we can refine existing brands and develop complementary brands to adapt to an ever-changing landscape and market needs for new smart solutions to simplify people's lives in a changing and increasingly technical world.

The vision is to create simplicity in people's increasingly technical lives by offering smart and functional audio products and IT accessories.

The shares in Northbaze Group (publ) are traded on the Nasdaq First North Growth Market. Certified Adviser is Partner Fondkommission AB with e-mail address info@partnerfk.se and telephone number +46 31 761 22 30.