

STRAX

PRESS RELEASE
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STRAX: Interim Report No 2 for the financial year 2021

STRAX have again managed well through a period of continued market disruption related to the Covid-19 pandemic

- The Group's sales for the period January 1 – June 30, 2021, amounted to MEUR 54.8 (50.2), with a gross margin of 19.0 (23.7) percent.
- The Group's result for the period January 1 – June 30, 2021, amounted to MEUR -2.0 (-2.8) corresponding to EUR -0.02 (-0.02) per share.
- EBITDA for the period January 1 – June 30, 2021, amounted to MEUR 1.6 (1.4).
- Equity as of June 30 2021, amounted to MEUR 16.2 (17.3) corresponding to EUR 0.13 (0.15) per share.
- STRAX subsidiary Urbanista, the Swedish lifestyle audio brand, announced Urbanista Los Angeles, the world's first self-charging, wireless active noise cancelling headphones, powered by Powerfoyle™ solar cell material. Using advanced green technology, Los Angeles converts all forms of light, outdoor and indoor, into energy to deliver virtually infinite playtime.

"We have again managed well through a period of continued market disruption related to the Covid-19 pandemic. Few of our key markets remained negatively affected by some form of lockdown or social restrictions, whilst markets such as France and Switzerland are already delivering stronger results than they did back in 2019, before the ongoing pandemic started. We did nevertheless experience recovery in both accessories and audio products across all markets and demand for health & wellness products remains relatively strong."

Gudmundur Palmason, CEO

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This is information that STRAX AB is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 08:55 CET on August 25, 2021.

About STRAX

STRAX is a global leader in accessories that empower mobile lifestyles. Our portfolio of accessories brands covers all major mobile product categories: Protection, Power, Personal Audio and Connectivity. In response to the ongoing pandemic, STRAX pivoted into Health & Wellness products, with an initial focus on personal protection equipment, such as face masks, gloves and sanitizers. Our success lies in a strong offline and online distribution network and best-in-class customer service, delivered by a stellar team.

We develop and grow brands through an omnichannel approach, and we operate two complementary businesses: Own brands – including Urbanista, Clckr, Richmond & Finch, Planet Buddies, xqisit, AVO+, and licensed brands such as adidas, Bugatti, Diesel, SuperDry and WeSC – and Distribution (traditional retail, enterprises and online marketplaces). In addition to own and licensed brands, STRAX distributes over 40 major mobile accessory brands and several Health & Wellness brands with an initial focus on personal protection equipment. We sell into all key sales channels ranging from telecom operators, mass merchants and consumer electronics to lifestyle retailers, large enterprises and direct to consumers online.

Founded in Miami and Hong Kong in 1995, STRAX has since expanded worldwide. Today, we have over 200 employees in 13 countries, with our operational HQ and logistics center in Germany. STRAX is listed on the Nasdaq Stockholm stock exchange.