

Jays announces partnership with tech distributor RLVNT

The Swedish audio developer Jays AB (publ) expands further in the Nordic and Benelux market by teaming up with RLVNT, a leading distributor of wearables and sports technology products.

Jays announces a new partnership for distribution in the Nordics and Benelux with RLVNT Distribution AB. The agreement involves Jays' current and future product range including the a-JAYS, u-JAYS and q-JAYS series.

RLVNT Distribution AB was founded in 2012 and is the number one distributor and specialist in wearables and sports technology in the Nordics, distributing innovative products from world leading and respectable brands within the sports technology industry.

"RLVNT has made an impressive journey as a company and with their dedicated, proficient team, I am confident that they are the right partner for Jays within the sports and lifestyle area. RLVNT not only adds distribution to us, they will also contribute broad product knowledge and brand awareness." Says Henrik Andersson, CEO of Jays AB (publ).

"We are extremely proud and excited about the distribution agreement with Jays", says Martin Liljegren, founder of RLVNT Distribution AB. "Jays is a young, hungry company with premium products developed with innovation, design and functionality in mind - that fits us perfectly. Together we can strengthen Jays, both in the Nordics and in Europe, and make the products available to more people." Says Martin Liljegren, Founder of RLVNT Distribution AB.

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JAYS is a global Swedish brand that exists to create engaging experiences based on a genuine belief in everyone's right to great sound. A JAYS product is a statement of true care for its user. Jays AB (publ) has a heritage of simplicity that permeates everything it does, and renders products that are intuitive, timeless and built to last. The company's promise is devotion to authenticity and rigorous attention to details through design and engineering excellence.

Jays AB (Publ) is listed on NASDAQ OMX First North in Stockholm, Sweden. Certified Advisor is Remium Nordic AB.