

Jays signs agreement with the largest distribution company in South Korea – SK Networks

Swedish headphone manufacturer Jays AB (publ) takes a grand step in strengthening its position with Mobile Music in Asia, by joining forces with SK Networks for the South Korean market.

SK Networks, with a sales network of over 3,000 outlets, annual revenue of USD 24 billion and 10.9 million mobile handsets sold in 2011, is the nation's single largest distribution company and mobile phone supplier. SK Networks forms a part of SK Holdings, Korea's third biggest conglomerate and the 65th largest company in the World, according to Fortune 500 (2011). The conglomerate also includes SK Telecom, South Korea's largest operator with a 50% market share and 24 million subscribers and Melon, a leading music streaming service.

SK Networks have selected the Jays range of products to be promoted exclusively through various marketing activities together with linked companies within the SK holdings and throughout its own network of "Concierge" shops and affiliated accessory stores, as well as mobile phone partner stores.

"This is an important step for us in establishing a long-term position as a leading brand in South Korea" says Rune Torbjörsen, CEO Jays AB (publ). "The possibility to work with one of the most influential companies in this region presents a vital opportunity for sharing our award winning, Swedish and passionate musical products with the world. We could not be happier and sincerely look forward to what this will present to us in our work of building a leading brand for sound accessories and Mobile Music in South Korea."

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Jays AB (publ) develops designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed to provide the user with maximum sound experience. Jays passion is the quest for the perfect sound – the sound that affects and inspires user's body and soul. The company is listed on NASDAQ OMX First North, expanding rapidly and its products are being sold in more than 25 countries worldwide.