

**ABOUT STRAX**

STRAX is a global company specializing in mobile accessories. STRAX develops and grows brands through an omnichannel approach. STRAX operates two complimentary businesses – Own brands and Distribution (retail and online marketplaces) – where the lifestyle audio brand Urbanista is the flagship along with our licensed brand adidas. Through its retail distribution platform in Europe STRAX represents over 40 major mobile accessory brands, whilst Brandvault, online marketplace distribution, is currently centered around own brands and startups. STRAX sells into all key channels ranging from telecom operators, mass merchants and consumer electronics to lifestyle retailers and direct to consumers online. STRAX was founded in Miami and Hong Kong in 1995 and has since grown across the world. Today, STRAX has over 200 employees in 12 countries with its operational HQ and logistics center based in Germany. STRAX is listed on the Nasdaq Stockholm Stock Exchange.

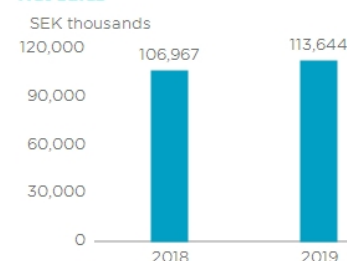
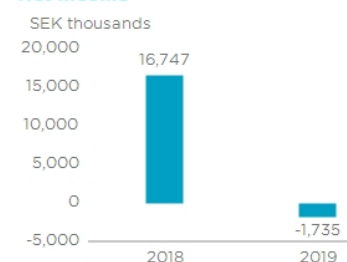
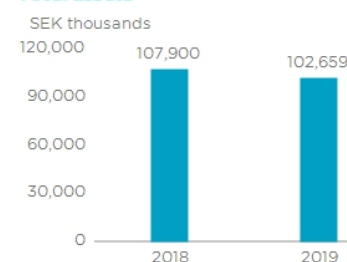
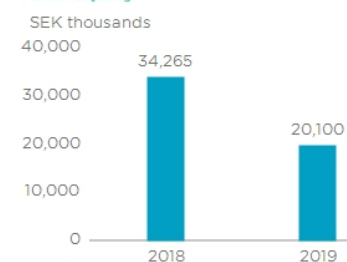
**Share data**

22/09/2020

Number of Shares (mil)	120.59	Currency	SEK
Change (%)	-1.52	Volume	84,252
Market Cap (mil)	389.51	Previous Close	3.23

**Key figures, SEK thousands**

	2019	2018	Change
Net sales	113,644	106,967	6,677
Gross profit	27,801	25,877	1,924
Operating profit	6,146	-2,139	8,285
Profit before tax	164	21,936	-21,772
Total assets	102,659	107,900	-5,241
Total equity	20,100	34,265	-14,165
Total liabilities	82,559	73,635	8,924
Cash flow from operating activities	3,179	-2,865	6,044
Cash flow from investing activities	-1,932	20,727	-22,659
Cash flow from financing activities	-22,446	1,291	-23,737
Net sales growth (%)**	6	7	-1
Gross margin (%)**	25	24	0
Operating margin (%)**	5	-2	7
Profit margin (%)**	0	21	-21
Equity, SEK thousands*	20,100	34,265	-14,165
Equity ratio (%)**	20	32	-12
Cash and cash equivalents*	24,844	5,689	19,155

**Net sales****Net income****Total assets****Total equity**

\* Key financial indicators defined under IFRS

\*\* Alternative key financial indicators not defined under IFRS

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