

7 October 2020

## Cellnet Brand Partners Update

Cellnet Group Limited (**Cellnet** or the **Company**) provides the following update to the market in relation to its brand growth strategy for the 2021 financial year (the **financial year**).

Cellnet is continuing to actively pivot its brand portfolio to meet market demand in high growth categories such as gaming and audio. In doing so, the Company is transitioning its business to deliver higher margins for both Cellnet and its customers.

As part of this strategy, Cellnet is excited to announce that it has partnered with gaming accessory vendors Stealth Gaming, the number #2 gaming headset brand in the UK, MyArcade, a leader in retro gaming, and Subsonic, a leading European gaming accessories company. Cellnet will distribute these products in both the Australian and New Zealand markets.

Cellnet is equally excited to be distributing the proudly Australian audio brand, BlueAnt. BlueAnt has a wide portfolio of audio products designed in Australia for Australians' active lifestyle. Cellnet will also carry Soul electronics, a fast-growing brand of high-quality audio, wireless and smart fitness products on an exclusive basis.

Cellnet is pleased to add these brands to its existing portfolio, which includes many iconic and industry leading brands as listed on the following page.

The Company has been advised by Optus that it will no longer provide fulfilment services of Apple audio products, which it has been supplying solely to Optus in Australia. The Company expects this decision to take effect in the third quarter of the financial year upon the sell through of current inventory. Optus advised the Company that it is insourcing this function. Due to the low margins generated on these products it is not anticipated to have a material impact on profit before tax for the financial year, and is anticipated to provide additional working capital funding headroom to support the Company's brand growth strategy.

The Company intends to provide a market update on first quarter trading later this month at its Annual General Meeting on 22 October 2020.

Cellnet Brand Partners:

**3sixT**

**BlueAnt**

**defunc**

**GRIFFIN**

**INCIPIO**

**LIFEPROOF**

**POWERGUARD**



**Strontium**

**THRUSTMASTER**

**BRAVEN**

**D-Link**



**RIG**

**ZAGG**

**mophie.**

**PanzerGlass**

**SAMSUNG**

**COLLECTIVEMINDS**

**MY ARCADE**

**IFROGZ**



**oppo**

**KONAMI**



**plantronics.**



**CAPCOM**

**gobay**

**incase**

**KONTROLFREEK**

**MARVELOUS!**

**SENNHEISER**

**tech21**

**UAG**

**ZENS**

**STEALTH**

**Ends**

Authorised for release by the board of directors.

For further information, please contact Chris Barnes on 1300 235 563.