

PRESS KIT



CROSSCALL™

OUTDOOR MOBILE TECHNOLOGY

CROSSCALL

THE BIRTH OF OUTDOOR MOBILE TECHNOLOGY

A unique French brand, global leader in connected mobile phones for the outdoors

Founded in 2009, CROSSCALL is a French company that develops and distributes mobiles and smartphones specifically designed for the outdoors. The brand was created to meet a strong and growing need that no traditional phone was able

to fulfil: tough, waterproof and durable mobile phones, with exceptional battery life and capable of keeping up with all lifestyles, even the most extreme.

Mobile technology designed to help you enjoy your outdoor activities to the full

In an increasingly connected world, with more and more of us living our lives on the move, technological expectations have never been higher, and mobile phones must adapt to their users' ways of life. Professionals, athletes, adventurers and travellers alike, all feel a need to use technology for their daily activities.

By developing phones suitable for use in hostile or unpredictable environments (water, rain, wind, dust, impacts) and capable of meeting even the most stringent requirements, CROSSCALL has created "outdoor mobile technology" - mobile phones specifically designed for intensive and prolonged outdoor use.

CYRIL VIDAL, founder of the outdoor mobile technology market



"CROSSCALL arose from a genuine practical need: high performance phones capable of adapting to modern lifestyles in the outdoors. The brand quickly found its audience, and CROSSCALL has become the global leader in smart technology for the outdoors. »

Tired of being let down by phones broken and oxidised during outdoor use, Cyril Vidal created the CROSSCALL brand in 2009.

Having worked in construction and steel, and with a love of jet skiing and wakeboarding, Vidal embarked on the development of tough, waterproof and durable mobile phones capable of keeping up with his lifestyle.

CROSSCALL

A COMPANY ON THE RISE



Photo credit: Augustin Detienne/Capa Pictures

Record-breaking year-on-year growth

After launching its first mobiles in 2011, the company experienced rapid growth. From 2012 to 2015, turnover doubled each year and CROSSCALL twice received the prestigious **Deloitte Technology Fast 50** prize, which rewards fast-growing businesses that combine innovation and growth in high-tech products. With a turnover of over 30 million euros in 2016, the

company entered into the top 5 growth companies in France, reaching **no. 5** in the ranking established by **Les Echos/Statista 2017**.

DAVID EBERLÉ, telecoms specialist

In May 2016, David Eberlé, former CEO of Samsung Electronics France, joined the CROSSCALL adventure as Deputy CEO and associate. The man behind the commercial success of Samsung in France, David Eberlé joined the company's executive committee.



"After 16 years at Samsung, I felt that it was time for me to embark on a new professional adventure. CROSSCALL phones are designed for uses that no other conventional mobile can fulfil. I therefore firmly believe in the brand's potential and will do everything I can to help it conquer new international markets, through strategic partnerships with distributors, businesses and mobile operators."

Growing success

In April 2016, the company won backing from investors and raised funds of 4.5 million euros from ACG Management with the aim of accelerating its international growth. Then in September of the same year, the company received 2 million euros from Bpifrance.

Growing from just four employees in 2012 to nearly 100 today, CROSSCALL has attracted talent from major international companies such as Samsung, Texas Instruments, Sony, SFR, Bouygues Telecom, Decathlon, Publicis, and more.

CYRIL VIDAL

HIS BIOGRAPHY

If we had to summarise the journey of Cyril Vidal, we could use the title "Work and Human in motion".

Raised in Northern Marseille and after having completed sandwich studies in sales, he immediately expressed his desire to prove that social determinism was not a fatality. His time at school taught him that equality of chance was up to the individual to create and to establish his personal qualities within professional spheres.



Impassioned from an early age by the sales bug and the desire to take action, at the age of 16, he sold his first mobile telephones as an independent salesperson attached to the Virgin Megastore group. Alongside his studies, he took numerous opportunities which the new mobile telephone market offered. At this stage, he did not know that 15 years later, he would create his very own business within this sector. The rest of his journey should have led him to a brilliant career as a manager employed in the petrochemicals, steel industry and building sectors.

In essence, after the Algeco group, since 2001, he has integrated the Loxam group modular construction subsidiary where he takes responsibility for the PACA region. He is the youngest regional manager within the group where he continues to progress within the Loxam Power Energy subsidiary. In 2006, he headed the sales management of the Mediaco group, at the same time, establishing modular construction. However his desire to create a collective and business adventure did not escape him.



His passion for outdoor sports and his experience within industrial sectors played a decisive role in the creation of his business in 2009. CROSSCALL in effect, was born from personal and professional expressions: on the one hand, his requirements during motor sports and sea sports and on the other hand, the requirements of the construction and public works sector employees. The DNA of this new brand involves proposing an outdoor telephone which satisfies the expectations of its users.

Within a red sea dominated by big international brands such as Apple and Samsung or the growth of low-cost, he has managed to create a blue ocean based upon 3 essential promises:

- A watertight, resistant phone, equipped with great battery life
- An outdoor identity as proposed with the design of the telephones and the numerous brand representatives
- Revamped endless technological innovation

Ever since 2010, he has been selling his first watertight and resistant phones at Decathlon. In 2012, he launched the first floating mobile, a genuine innovation within the start-ups sector. CROSSCALL has not received any fundraising. It has secured pragmatic partnerships and convinced private investors of the adventure which lies ahead.

In 2016, his business was leader of outdoor technology and secured fundraising of 6.5 million euros (ACG Management et BpiFrance) to uphold the company's international development. In this same year, CROSSCALL was included within the TOP 10 companies growing in France (Ernst and Young/L'Express 2016 classification).

The brand which was supported by a community of enthusiasts, developed at an alarming speed, with an almost 2,000% development over the last 4 years. From 4 collaborators in 2012 to 100 employees presently, distributed amongst the head office in Aix-en-Provence, Paris, additional European countries and Hong-Kong. In 2016, the company recorded a turnover of 30 M€ and aims to secure a turnover of 100 M€ within the next three years.

2017 marked a decisive turning point for CROSSCALL with the launch of TREKKER-X3, the 1st smartphone equipped with outdoor sensors. Additionally, international development is growing with a presence in about ten countries.

His personal journey continued to profoundly shape the business values. Very focused on social responsibility, he enabled all employees, to not just solely serve as players within CROSSCALL's success but also so shareholders interested by the company's ongoing progression.

CROSSCALL is a start-up which has become big thanks to business and human investment of its management but also and primarily the employees which develop alongside their company.

At the age of 38 years, Cyril Vidal is an enthusiast which lives every one of his adventures out to the full. His personal and business journeys are closed connected.

Shaped by the difficulties he had to overcome, he knew how to use his personal qualities and hid great work ability to develop CROSSCALL.



CROSSCALL

A FRENCH BRAND WHICH IS INCREASINGLY SEEN ON THE INTERNATIONAL SCENE



A highly diversified distribution model

The French company, member of the French Tech accreditation, has built its success on a diverse distribution model and won the confidence of major retailers and large operators alike.

Present in over 12,000 points of sales across France, the company sells its telephones via multiple channels:

- telephone operators: SFR, Bouygues Telecom and Orange
- Virtual operators (MVNO)
- Specialist high-tech brands: FNAC, Darty, Boulanger, etc.

Furthermore, the company's strategy also relies on original distribution networks that allow it to target athletes, outdoor recreation enthusiasts and professionals in the field.

CROSSCALL has emerged as a natural leader in:

- Sports stores: Decathlon, Intersport, Le Vieux Campeur, and more.
- Business materials trade brands: Saint Gobain Group, Loxam, Samse, etc.
- Corporate circles (BtoB): Vinci, Veolia, Geodis, Dalkia, etc.



2009

CROSSCALL founded by Cyril Vidal

2010

Signing of the first mobile distribution contract with Decathlon, confirming the market's need for specialist outdoor mobiles.

2012

The launch of SHARK, the world's first floating mobile, which quickly became a bestseller.

2013

Launch of the first range of smartphones, and agreements signed with major mobile operators.

GROWTH

IN FRANCE AND ABROAD



€6.5 M
WITH FUNDS

2000%
GROWTH OVER 4 YEARS¹

TOP 5
GROWING COMPANIES²

€30 M
TURNOVER IN 2016

1 M
UNITS SOLD

International ambition

In addition to its presence in about ten European countries, the brand has deployed country managers to strengthen CROSSCALL's presence across Europe. Employed locally, their role is to develop the markets and defend the brand's identity and values.



The aim is to adapt this French success story to these various markets, while taking into account the specificities of these countries.

Subsequently, now present in over 10 European countries, the company's objective is to triple its turnover on the international scene from the end of the year.

Initially, international agreements signed with operators and companies were deployed in the countries concerned and enabled the brand to establish itself within strategic markets.

2014

Development of the brand with professional equipment wholesalers.

2015

International expansion, with a presence in three countries (France, Belgium, Switzerland). 1st prize at the Deloitte Technology Fast 50 awards in the Hardware and Electronics category.

2016

Launch of the TREKKER-M1, the very first Action Phone. 1st prize at the Deloitte Technology Fast 50 awards for the second year running. 4.5 million euros of capital raised from ACG Management.

2017

Launch of the TREKKER-X3, SHARK-X3 and ACTION-X3

Strengthening of the brand's international presence, now operating in 10 countries.

¹: Ernst&Young figure 1987% growth between 2012-2015 // ²: 5th in the Les Echos/Statista ranking

EUROPE

A STRATEGIC MARKET



Photo credit: aleditullophotography

Keeping up with changes to mobile habits

The explosion of new technologies has significantly changed consumer behaviour and mobile use. New requirements have emerged on the international scene expressing the expectations of millions of people who would like products able to cope with regular and extended use.

This focus on the outdoors is the foundation of the CROSSCALL brand: designing phones to suit all lifestyles and new outdoor pursuits.

48%

of Europeans want their phone to be waterproof*

83%

of Europeans want a smartphone that can withstand shocks and falls*

35%

of mobiles are broken during the first year of use*

46%

of Europeans consider battery life an essential feature*

From professionals to everyday adventurers



RECREATIONAL ACTIVITIES

OUTDOOR ACTIVITIES

FIELD PROFESSIONALS

CORPORATE PHONES

CROSSCALL supports athletes and professionals working in an outdoor discipline. The CROSSCALL attitude is also shared by connected amateur adventurers and those who enjoy leisure activities in the great outdoors. The products are also attracting more and more explorers. As parents of daredevil teenagers, mums and dads need a smartphone that stands up to any test, including prolonged immersion in water, sand and even the sun.

The strength, waterproofing and battery life of CROSSCALL mobiles make them key allies for everyday life.

When it comes to professional use, companies increasingly need to equip their field employees with durable and reliable mobiles, with CROSSCALL finally offering a solution to problems in the field.

* Sources: YouGov - Dec. 2014 and <http://terrellcellrepair.com/> May 2016

WHEN THE OUTDOORS BECOMES A WAY OF LIFE

Strong growth in the outdoor recreation market

5.6
BILLIONS OF EUROS
FOR TURNOVER*

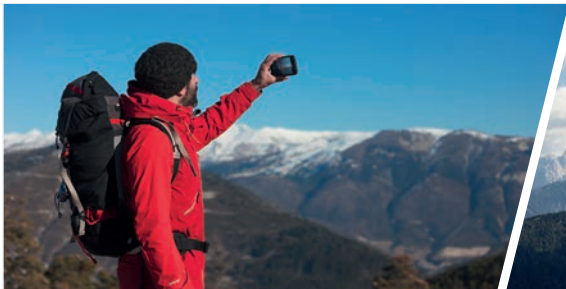
34 MILLION
PEOPLE*

92%
EQUIP THEMSELVES FOR
SAFETY REASONS*

The outdoor recreation market is booming. In France, for example, in 2015 alone it generated a turnover of 5.6 billion euros. (Money spent on sports and outdoor pursuits equipment) Today, 3 out of 4 French people say they do an outdoor sports or recreational activity at least once a year, equivalent to 34

million people. 14 million carry out this activity regularly (more than once a week). There is also the emergence of new sports disciplines such as trail running, Nordic walking, climbing, and stand-up paddleboarding.

Top 3 most popular activities



HIKING
15M*



CYCLING
15M*



SKIING
5.4M*

Outdoor recreation, an increasingly connected market

Just like professional athletes, private individuals now own more and more new technological devices, used to monitor and analyse their performance. The growing number of mobile apps dedicated to sport is proof of this shift.

And last but not least, safety is the primary reason for consumers to buy a mobile phone for their outdoor activities. For 92%* of them, safety is paramount.

CROSSCALL has developed its own mobile app. The X3-SENSORS app is built directly into its smartphones.

Technological expertise specific to CROSSCALL

By investing in research and development, CROSSCALL has put innovation at the heart of its strategy, making feedback from its users and ambassadors a focal point of its research.

Faced with the increasing variety of different uses, CROSSCALL has successfully managed to make mobile phones the single interface between the user, their environment and their discipline.



* Source: Sports and outdoor activities survey carried out in France by the BVA institute in 2016

A RANGE OF TELEPHONES

DESIGNED FOR ADVENTURE



CROSSCALL designs various ranges of mobiles and smartphones that are all perfectly suited to hostile and unpredictable environments.

SPIDER-X4

THE 3G+ MOBILE THAT CAN WITHSTAND ANY TEST



SAR: 0.963 W/kg

The SPIDER-X4 features a 2MP camera and a 3G+ connection. It's the perfect companion for anyone looking for a compact and powerful mobile that can withstand the elements



TOUGH



WATERPROOF



BATTERY LIFE
7h30/13d



2MP



3G+ NETWORK

TREKKER-M1 CORE

TAKE IT OUT!*



When you love being at the heart of the action, it's important to get down to basics. An action phone like no other, the TREKKER-M1 Core offers all the technology you need to brave nature and venture into extreme situations.



TOUGH



WATERPROOF



BATTERY LIFE
20h/30d



DUAL SIM



NETWORK



8MP/2MP



*Take it everywhere // DAS: 0.405 W/Kg

TREKKER-X3

LIVE THE UNEXPECTED*



*Experience the unexpected // DAS: 0.337 W/Kg

Capture the emotion of the great outdoors with the new TREKKER-X3. Capture all the beauty of nature with the 16 MP camera and relive all the emotions on the 5" Full HD screen; completely experience the surrounding environment with the built-in outdoor sensors.



TOUGH



IP67 WATERPROOF



BATTERY LIFE



16MP/8MP



WET TOUCH
FULL HD



WIRELESS CHARGING



OUTDOOR SENSORS



THERMOMETER



ALTIMETER



BAROMETER



ACCELEROMETER



HYGROMETER

ACTION-X3

YOUR WORLD IN MOTION*



*Your world in motion: 0.803 W/Kg



X-LINK™
SMART MAGNETIC ATTACHMENT
SYSTEM

Your world in motion

With its watertightness, resistance and great battery life, the ACTION-X3 is designed to accompany you during activities in all circumstances. In addition to its DNA making it ideal for the outdoors,

the X-LINK technology, a magnetic connection system, allows you to charge your mobile, transfer data or attach your telephone to all eco-system accessories.

Can be taken anywhere

Refined lines

X-LINK technology



Watertight and resistant

IP68 certified, the ACTION-X3 is able to withstand immersion for 60 minutes at a depth of 2 metres. Sealed against all types of liquids including salt water, mud and oil, the ACTION-X3 is undeniably your perfect companion in the field. Compliant with the MIL STD 810G military standard, it is highly resistant to bumps and being dropped thanks to its reinforced construction.



X-LINK

X-LINK technology, with its magnetic connection system, allows you to charge your phone and transfer data. Positioned on the front of the phone, it also allows you to connect your smartphone to all accessory ecosystems.



Photos and videos

With its 12MP camera with rapid autofocus and extra powerful flash, the ACTION-X3 allows you to take high quality photos. Equipped with "Large Pixels" technology, it easily captures sporting moments in high quality and saves professional feats.



Long battery life

With the 3500 mAh battery, the ACTION-X3 will accompany you throughout the day. Get ready to set off on your adventures, it will accompany you everywhere.



Reinforced HD Screen

The sturdy Gorilla glass 4™ 5" HD screen offers 40% more thickness compared to other screens on the market with the same technology. With the "Wet Touch" and "Glove Touch" technologies, the telephone can be use with damp fingers or with gloves.



Sound

With its "Noise Cancelling" technology and 80Db speaker, the ACTION-X3 provides clear and audible sound even within a noisy environment. The anti-noise filters facilitate conversations, and provide unbeatable call quality to mini-conferences and telephone conferences.



SHARK-X3

WATER IS CALLING



SAR: 0,800 W/Kg



Water is calling

Designed for sea professionals or those passionate about water sports, the SHARK-X3 is a waterproof mobile phone suited to all water activities. The brand's iconic telephone, the SHARK-X3, is one of the only floating mobile phones in the world.

Thanks to the Air Capsule concept, the SHARK-X3 floats to the surface in the event of immersion.

The powerful torch lamp enables greater visibility during the night where a red LED, which allows you to perfectly read mariner information within poor lighting conditions, so you can always rely on light.





Floats

Floats due to the «Air Capsule» concept : A large volume of air is trapped between the screen and the glass and floats the phone.



Waterproof IP68 & Resistant

Waterproof and dust-proof and withstands temporary immersions of up to 60 minutes at depths of 2 metres. The SHARK-X3 does not risk any corrosion. The PC + PMMA reinforced glass allows it to withstand drops that are usually fatal to other mobiles.



5MP + Flash

Its 5MP camera with flash lets you capture your best memories and share them.



Dual SIM

Enjoy the multiple benefits of the SHARK-X3's Dual-SIM option and keep both your phone lines on the same mobile.



Torch «Night Vision»

The SHARK-X3 combines a powerful torch and a red LED suitable for night vision so that your eyes don't need to get re-accustomed to darkness, for example after reading a map.



Network

Enjoy the power of the 3G+ network with your SHARK-X3. Also, connect your computer or tablet to the internet from anywhere with connection sharing.



Keep Alive technology

As well as floating the SHARK-X3 includes « Keep Alive» technology.

In the case where it falls overboard, the telephone automatically emits flashes of light and sends an SMS alert message to a predefined contact.

Where there is no visibility, the SHARK-X3, directly emits a whistle with power of 100 Db from the shell.



AN ECOSYSTEM OF ACCESSORIES

TO EXTEND THE SMARTPHONE EXPERIENCE

A whole range of accessories specifically designed for the ACTION-X3 pushing the smartphone use and performance to the limits. Equipped with X-LINK technology,

a magnetic connection system, the accessories offer various possibilities when it comes to usage, specifically designed with user comfort in mind.



CROSSCALL SOUND



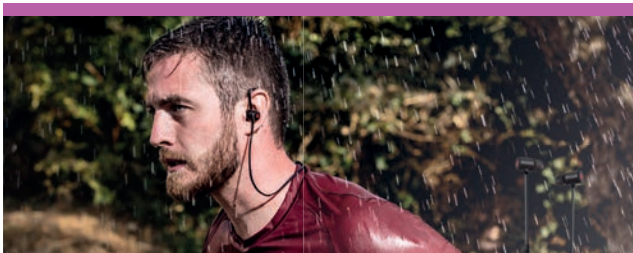
CROSSCALL MOBILITY



CROSSCALL PROTECTION

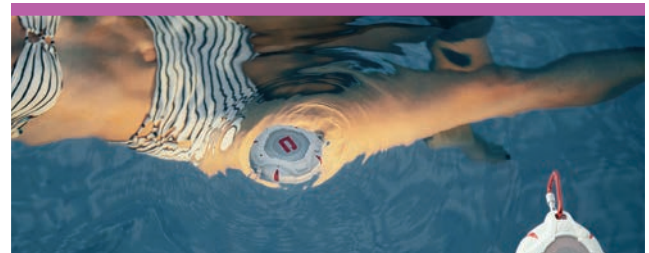


CROSSCALL ENERGY



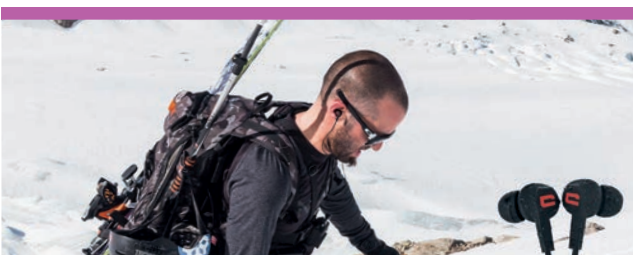
X-PLAY

Specially designed to guarantee freedom of movement during sport, the Bluetooth headphones provide a balanced, powerful and clear sound. IPX5 watertightness, the headphones can resist both bad weather and perspiration.



X-WAVE

The Bluetooth outdoor belt par excellence. Completely watertight and floatable, it boasts a noise ratio of 80 decibels. Easily transportable (187 g and 105 mm diameter), it can easily be attached to a backpack with its built-in carabiner.



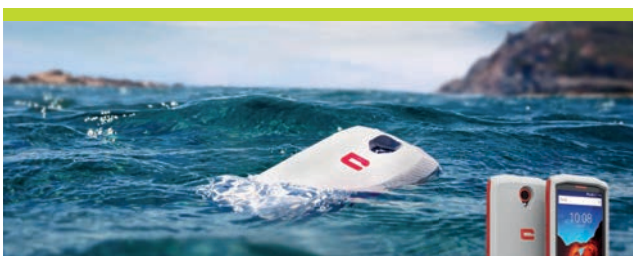
IPX6 WATERTIGHT WALKING KIT

IPX6 watertightness (to water projections)
Cable length 1.20m / Ideal for professionals working outdoors, rain resistant .



X-BIKE

Designed for bike enthusiasts, the X-BIKE is the perfect accessory. Attached to the handlebars, it is possible to place the ACTION-X3 in portrait or landscape format.



FLOATING SHELL

At sea, lakeside or on a waterway, this shell stops your smartphone from sinking where it falls into the water.



X-GLASS

However, this ultra protection gives your screen double shell reinforcement, protecting your touch screen against knocks and scratches even more effectively.



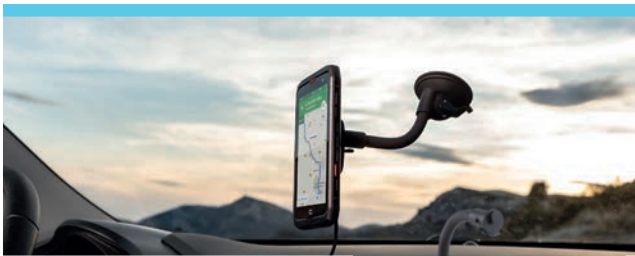
X-POWER

It is the ideal accessory providing the smartphone with second wind. Equipped with X-LINK technology, the external 5000 mAh battery is magnetically attached to the front of the ACTION-X3 and allows you to double the battery life.



X-DOCK

Connected to the computer USB port, the X-DOCK allows you to charge your phone and transfer data. Equipped with X-LINK technology, this charging station charges the telephone for a minimum of two hours.



X-CAR

Directly attached to the windscreen, place and effectively charge the ACTION-X3. A journey of 30 minutes charges the battery for 8 hours.



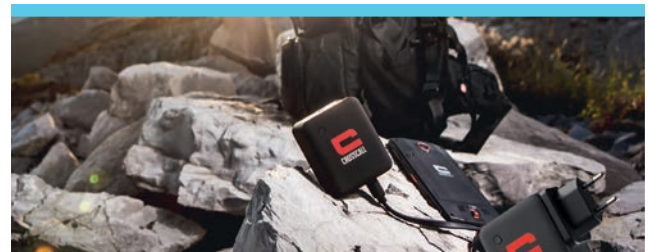
X-SUN POWER

Enjoy endless battery life with this solar battery. At maximum charge, it is able to more than triple the battery life of your smartphone. IP67 waterproof, your power pack can even follow you on your adventures on a boat, kayak or on the banks of rivers.



POWER FLOW

This rapid 24W latest generation USB charger allows you to charge your mobile using the Quickcharge 3.0, optimise and reduce your charge time.



POWER PACK

Recharge your phone wherever you are. The intelligent double USB 2.4 A charger allows you to charge up to 2 devices at the same time without the need for any energy source.



MAINS CHARGER

CAR CHARGER

DOUBLE USB CHARGERS

Universal charger | Simultaneously charge two devices | Quick charge (2.1 A) | Output voltage 5V



USB > USB C

USB/MICRO USB

FLAT CABLES

Cable length 1.20m | Charge and synchronise
Extra flat: does not tangle

INNOVATION AT THE HEART

OF USER EXPERIENCE

A community of enthusiasts backing the brand

CROSSCALL brings together a community of enthusiasts, athletes and lovers of the outdoors seeking mobile phones that can keep up with their lifestyles. They are devoted users, who interact with the brand and help improve it through their feedback.

Thanks to this active community of devotees, particularly across social media, CROSSCALL can continuously perfect its range of

smartphones and accessories, by placing consumer feedback at the heart of product development.

CROSSCALL shares this passion for outdoor tech. with its users and interacts with its community at various international events. Further details on events at <http://crosscall.com/evenements>



Committed ambassadors

Since its inception, CROSSCALL has been supported by a team of ambassadors, including athletes and specialists of extreme conditions who use mobiles in their everyday lives and professional activities.

Today, "Team CROSSCALL" comprises 30 top athletes who share the values so dear to the brand: perseverance, strength and a love of nature. Convinced by the quality of the products, all the ambassadors

are fervent users of CROSSCALL phones. Their sporting activities require tough and durable phones that meet their specialist needs, as they challenge nature and brave the elements. Elements that are often hostile and extreme, such as snow, sea water, mud and the harshest temperatures. Discover all CROSSCALL ambassadors at <http://crosscall.com/les-ambassadeurs>



XAVIER DE LE RUE
Freeride snowboarder



SÉBASTIEN CARILLET
Parachutist



LAETITIA ROUX
Ski mountaineering



AURÉLIEN DUCROZ
Sailing & Skiing



OLIVIA PIANA
Stand up Paddle



NICOLAS DUBREUI
Explorer



EDOUARD DELPERO
Surfing



DANIEL DHERS
Bmx

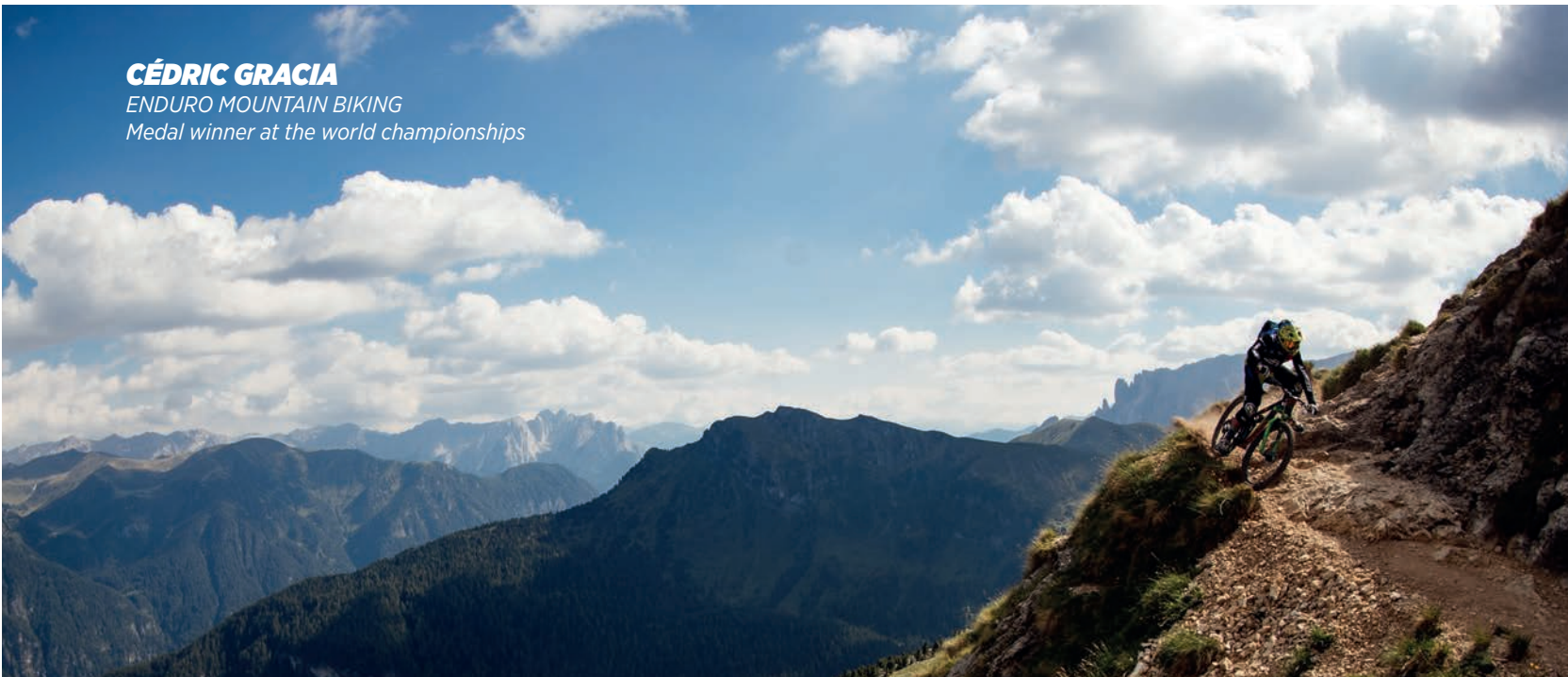
ANNE FLORE MARXER

SNOWBOARDING
World Freeride champion



CÉDRIC GRACIA

ENDURO MOUNTAIN BIKING
Medal winner at the world championships



JEFF MERCIER

MOUNTAINEERING + HIGH MOUNTAIN GENDARMERIE PLATOON (PGHM)





PRESS AREA

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