



FOR ITS 10TH YEAR, CROSSCALL ANNOUNCES CONTINUED STRONG GROWTH AND IS CONTINUING ITS DEVELOPMENT IN EUROPE WHILE INVESTING IN NEW CONTINENTS

Aix-en-Provence, 17th of July 2019 : Crosscall, a specialist in outdoor mobile technology, posted a turnover of €71.6 million for the 2018-2019 financial year ended 31 March 2019, up 40% from €51 million the previous year.

With nearly 500,000 terminals sold in the 2018/2019 financial year, Crosscall, which is celebrating its 10th anniversary this year, continues to grow despite an unfavourable economic climate. Indeed, the telephony sector has been experiencing a significant decline in smartphone sales for several consecutive quarters now.

The brand's continued growth is partly due to the company's new strategic focus: stepping up its presence in the B2B market. In this way, Crosscall

leverages its DNA to reach all the vertical business lines of large companies, attracted by the durability of its products.

In order to further pursue its strong innovation policy and continue its development, the brand created 26 new jobs in the 2018/2019 financial year in France and abroad.

CROSSCALL CONSOLIDATES ITS INTERNATIONAL INFLUENCE BY OPENING ITS E-SHOP IN SIX EUROPEAN COUNTRIES

Building on its continuous growth, Crosscall is launching its online store in Spain, Portugal, Belgium and the Netherlands. Italy and Germany will follow this summer. This new distribution channel should allow the company to reach the general public and thereby increase its presence in these markets.

EUROPE



AFRICA



 Countries where the brand is present



TOWARDS THE CONQUEST OF THE AFRICAN CONTINENT

Crosscall is marking a new milestone by establishing a presence in several African countries, initially targeting B2B markets.

In South Africa, the brand recently signed a contract with MTN and is listed with Vodacom, a subsidiary of the Vodafone group. In Tunisia, Crosscall is available through Tunisie Telecom while in Morocco it is listed by INWI and Orange Maroc.

"Our excellent sales performance in a difficult year for the telephony market confirms our commitment to offering unique products, which are designed

for uses that no traditional telephone can handle, and giving priority to durability and reliability. The opening of the online store internationally and our presence on new continents are new growth and profit drivers for Crosscall that strengthen the brand as a world leader in outdoor mobile technology.

We have created a segment that is proving to be increasingly dynamic because it corresponds more and more to consumer and business demand and usage." states Cyril Vidal, President and Founder of Crosscall.

DISCOVER CROSSCALL IN PICTURES



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A FEW WORDS ABOUT CROSSCALL

CROSSCALL, a creator on the outdoor mobile technology market, offers tough, waterproof mobiles and smartphones with long battery life. The brand is driven by a passionate team which designs models that are perfectly suited to the hostile and unpredictable environments that sportspeople and professionals in the field encounter (water, rain, wind, humidity, dust, impacts, etc.) ; as well as a range of high performing

accessories. With over 2 million units sold, a turnover of €71.6 million and already more than 20,000 points of sale, the French company, based in Aix-en-Provence, is continuing its development by moving upmarket with its mobiles, which are designed to adapt to all uses and are increasingly known for their quality and originality in France and abroad.