



EDITO

DURABLE

In today's mobile phone industry, ten years can feel like a century. Even though the smartphone and its market have just hatched, they already are societal and geopolitical players. The coming years represent a major shift. The urgency of preserving our planet's resources in addition to the aspirations of consumers and professionals for off-road uses all converge to impose outdoor technology and the durable phone as the obvious solution which we take on as our duty to provide.

This is the challenge **CROSSCALL** has accepted: to continually grow by adhering to our history and identity, while simultaneously facing a global market drained by giants fighting a merciless war. They have all adopted the same strategy: accelerating market launches of new products with a similar look, a reduced life cycle and taking on the pretext of escalating technology with the sole purpose of justifying an ever-increasing price for products with shorter lifespans. At **CROSSCALL**, our vision takes us in the opposite direction of this continuous race with no tomorrow.

We have developed our brand to respond to users' needs and to be in harmony with their lifestyle, regardless of the environment they find themselves in. Real innovation lies in the user-centric approach of our products and their durability. Thanks to our ten years of experience and expertise, the complete new **CORE** range will have a three-year warranty. The **CORE-X4** smartphone and the **CORE-T4 tablet** have also been certified Android Enterprise Recommended. This new range, which has become a gold standard, now begins a new chapter for durable phones as our products answer the needs of the most demanding situations.

Cyril Vidal
Founder & President

David Eberlé
Vice-President of **CROSSCALL**

<i>A BRAND BORN ON</i> STORMY DAY	6-7
THE SHARK, <i>ALREADY 9 YEARS OLD</i>	8
A BESTSELLER <i>THAT THE BRAND</i> <i>CONTINUED TO GROW</i>	9
CROSSCALL, <i>THE MILESTONES</i>	10-11
<i>OUR</i> PARTNERS	12-13
<i>FROM</i> START-UP TO SCALE UP <i>IN 10 YEARS</i>	14-15
CROSSCALL, <i>A HUMAN</i> ADVENTURE	16-17
<i>AN</i> INTERNATIONAL <i>AMBITION</i>	18-19
MOBILES MADE FOR REAL LIFE	20

FROM DAILY **ADVENTURERS** TO THE
BUSINESS WORLD 21

USAGE AT THE HEART OF **CROSSCALL'S**
PRODUCT DEVELOPMENT 24-37

DURABILITY,
CROSSCALL'S COMMITMENT 38-39

EQUIPING **BUSINESSES** 42-43

CORE RANGE 44-55

ADAPTED FOR ALL **USES** 56-59

ACCESSORIES DEDICATED
TO THE **OUTDOORS** 60-61

INTERVIEW WITH **CYRIL VIDAL** 62-65

*“When I joined **CROSSCALL**, I joined because I share the same values. Five years later, I’m proud to be a team member and to be able to count on **CROSSCALL**’s support for my endeavours.”*

AURÉLIEN DUCROZ

Double freeride skiing world champion and co-skipper of Team Crosscall Chamoni-Mont-Blanc





OUR STORY

A BRAND BORN ON A **STORMY DAY**

In attempting to summarise Cyril Vidal's path, we could use the title "Work and Human in Progress". Cyril was an insightful salesperson with an entrepreneurial spirit from very early on; he was selling his first mobile phones at the age of 16 as an independent sales rep for the group Virgin Megastore. After working for the Loxam group, he became sales director of the Mediaco group and at the same time set the foundations for their modular system.

His passion for outdoor sports and his work experience would turn out to be crucial for the creation of **CROSSCALL** in 2009.

FROM A PERSONAL NEED TO A PROFESSIONAL ADVENTURE

"It made no sense to be riding a stand-up jet ski on a stormy day with my phone in a waterproof sleeve to feel safe. It was obvious that my phone would end up in the water and if anything had happened to me, there would have been no way to get help." On a stormy day, riding in Marseille's Pointe Rouge cove, he identified a need that no company at the time could meet: a waterproof and durable phone. That's what led him to start **CROSSCALL** in 2009.

"We had to turn our vision into reality and meet the industrials so we flew to China."

Cyril looked for the right industrial partner with one objective in mind: conceiving the very first **CROSSCALL** product. *"I had to meet each industrial individually, tell them the story and convince them about the project,"* Cyril explained.

Once Cyril met the right partner, the wheels were set in motion and the very first **CROSSCALL** product, the SHARK, was made. *"At that time, I was an entrepreneur with an innovative product to be launched on a market governed by titans. It is not the story of David against Goliath but I entered a world I did not know and had to quickly learn."*

Simultaneously, the **CROSSCALL** brand was available at Decathlon and made its first sales turnover.

*"In those days, we were based at Châteauneuf-les-Martigues and there were only two of us. The premises we rented at the time would seem small today, but it was very meaningful. It meant that the adventure had begun and was real. We were in the very first **CROSSCALL** offices!"*

THE FIRST RESELLERS

In 2012, **CROSSCALL** started its vertiginous growth and extending its range, still with the SHARK, one of **CROSSCALL**'s bestsellers, and in 2014, added its very first smartphone. *"It was a crucial year for us, as we reached our objective: to produce a smartphone entirely conceived and designed in France. We also secured a strategic partnership with a major actor in the construction business, the Saint-Gobain group."*

The brand appeared in retail groups such as Loxam, POINT P and Le Vieux Campeur...and took firm root there. *"We had to convince every single reseller, one after the other. They finally all bought into our story and are still our resellers."*

In 2016, the brand attracted David Eberlé, at the time President of Samsung France, who was missioned to develop the brand internationally and sustainably with network operators.



THE SHARK, ALREADY 9 YEARS OLD

Some products embody a company. Linked to its origins, they represent what a brand has built at a specific time and why. The **SHARK** is one of those products. By itself, it defines **CROSSCALL**'s DNA and the need that was met by the brand, both at the time and today. When it was launched, the **SHARK** was the one and only mobile in the world that could float, enabling **CROSSCALL** to win the Decathlon contract. Today, the **SHARK** is seen as a timeless bestseller. In 2017, the brand revealed the **SHARK-X3** with a new modern design, keeping the products' promises that are its strengths.



FLOATING MOBILE



INTEGRATED
ALARM WHISTLE



KEEP ALIVE TECHNOLOGY



A BESTSELLER THAT THE BRAND CONTINUED TO GROW



**THE SHARK WAS
A REVOLUTION IN
MOBILE PHONES,
BEING THE FIRST
ONE TO FLOAT.**



2011



**CROSSCALL
REISSUED ITS
FLAGSHIP MODEL
WITH A MORE
MODERN DESIGN.**



2017

“The SHARK is the ideal phone to stay safe at sea. It was conceived for that purpose. We developed a more sophisticated design with a stronger visual identity, notably with air bubbles enclosed behind the screen so that the phone can float, as well as an integrated alarm whistle.”



LAURENT GEMIGNANI

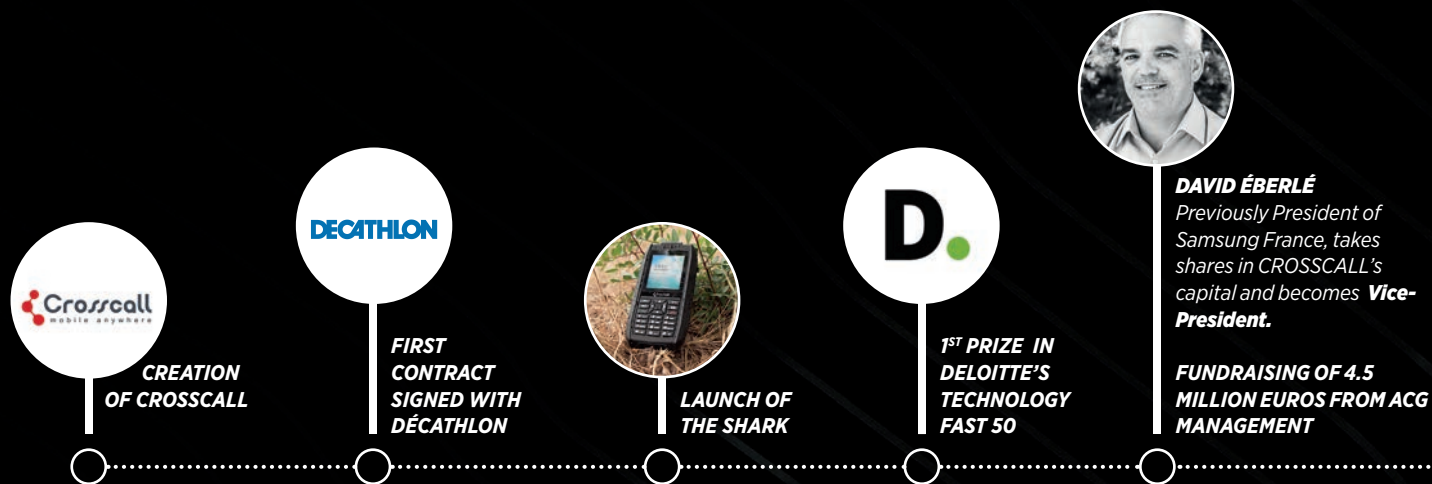
Project Manager at CROSSCALL

AGE: 40 years

FAVOURITE SPORT: Enduro biking

FUN FACT: Laurent was the first Crosscall employee

CROSSCALL, THE MILESTONES



2009

2010

2011

2015

2016

N/A €

2

1.5 K€

3

279 K€

5

8.5 M€

65

16.6 M€

90





LAUNCHES OF THE SHARK-X3, THE TREKKER-X3 AND THE ACTION-X3



LAUNCHES OF THE TREKKER-X4 AND THE CORE-X3

FUNDRAISING OF 12 MILLION EUROS FROM AMUNDI AND A PLUS FINANCE



CROSSCALL CELEBRATES ITS 10TH ANNIVERSARY

CROSSCALL SECURES ITS BIGGEST CONTRACT:

The brand equips SNCF agents with the TREKKER-X4

OFFICIAL LAUNCH OF THE BRAND IN SOUTH AFRICA



LAUNCH OF THE CORE RANGE

CROSSCALL JOINS THE FRENCH TECH 120

2017

30 M€
110 👤



2018

51.2 M€
125 👤



2019

71.6 M€
139 👤



2020

89 M€
149 👤



OUR PARTNERS

TELECOM OPERATORS



free

Salt.



proximus

WIND



TIM



Telefónica

Telekom Slovenije



RESELLERS

amazon

Auchan



Cdiscount

boulanger

Exellent

worten



E.Leclerc

expert






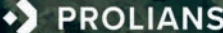










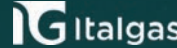
















Systeme U

KREFEL

Media Markt

Vanden Borre
Votre Contrat de Confiance



PROFESSIONAL RESELLERS	SPORTS RETAILERS	B2B
 <p>COFAQ</p>  <p>LOXAM</p>  <p>POINT.P</p>  <p>PROLIANS</p>  <p>REXEL</p>  <p>SAINT-GOBAIN</p>  <p>SAMSE</p>  <p>sonepar</p>	<p>CHULLANKA</p> <p>Au Vieux Campeur</p>  <p>i-run</p>  <p>Probikeshop</p>	 <p>AUTOVISION</p>  <p>EURO TUNNEL</p>  <p>HUG Hôpitaux Universitaires Genève</p>  <p>Linde</p>  <p>IG Italgas</p>  <p>EIFFAGE</p>  <p>MEDECINS SANS FRONTIERES</p>  <p>NH HOTELS</p>  <p>LOXAM</p>  <p>MAUFFREY</p>  <p>MINISTÈRE DE L'INTÉRIEUR</p>  <p>logitud</p>  <p>GROUPE MOUSSET TRANSPORT & LOGISTIQUE</p>  <p>SNCF</p>  <p>renfe</p>  <p>SUDFRESH</p>  <p>swissport</p>  <p>Inrap+</p>  <p>matsa A MUBADALA & TRAFICORA COMPANY</p>  <p>BMW</p>  <p>ASSISTANCE PUBLIQUE HÔPITAUX DE PARIS</p>

FROM **START-UP** TO **SCALE UP** IN 10 YEARS

CROSSCALL celebrated its 10th anniversary in 2019. With uninterrupted growth since its beginning, our company evolved from start-up to scale-up in a decade.

89M€

Expected 2019-2020 turnover

+24%

Turnover growth from
2018/2019 to 2019/2020

2.5M

Devices sold since the
brand's creation

17

Number of countries where
the brand is present

20,000

Points of sale



First CROSSCALL logo



June 2017 seminar



Banner made by CROSSCALL employees for its 10 years

"It's a super exciting challenge. At Business Control, we are lucky to have a 360° vision. The difficulty for a company such as CROSSCALL, having experienced very strong growth, is to maintain a reasoned management. Our daily mission is to give the company's management a global vision of the business at a specific time and how it can evolve in order to be able to define the path it will follow."



MAXIME GAUCHÉ

Business Control Manager at CROSSCALL

AGE : 32 years

FAVOURITE SPORT: Surfing

FUN FACT: was already a CROSSCALL user before he joined the team

*"It's here in Aix-en-Provence
that all the **CROSSCALL** devices
are conceived"*



CROSSCALL, A HUMAN ADVENTURE

VALUES, A PROJECT, A TEAM!

CROSSCALL is, above all, a human adventure, with women and men who have joined the firm and brought with them their ideas, talents and energy. Of course, between the heroic era of the beginnings with only a few employees and today, our organisation has continually evolved and the teams have become significantly more professional.

Joining **CROSSCALL** means having sought-after skills that are linked to the company's development and to the shared values of a business project where everyone contributes. With us, our differences—whether those of gender, age, culture, nationality or religion—are not barriers, but rather a resource that unites the community and creates team bonding.

In 2018, 29 new jobs were created, which totalled a 25% increase in our workforce in just one year. Each new recruit brings a new energy and a new way of thinking.

149

Employees

37

Average age

60%

40%



Gender
distribution

1.97%

Absenteeism
rate





ALL PART OF THE SAME ADVENTURE!

All employees move forward together. The spirit instilled by the company's management enabled the staff to identify with the business's long-term project.

In that respect, since 2017, employees are incentivized through an annual profit-sharing system and they also have the option to buy company shares.

This spirit also flourishes through an important social and workplace wellness policy, including reasoned management of working hours, employee wage and professional development schemes, social measures and work conditions improvements, a fitness room with a trainer and biannual seminars.

Team bonding is cultivated through a global HR policy. It starts with the recruitment process but also comes through a social and pragmatic dialogue with concrete measures and the creation of special quality time as a group."



JULIE GRINDATTO

Human Resources Manager

AGE: 42 years

FAVOURITE SPORT: Jogging

FUN FACT: first HR employee

AN **INTERNATIONAL** AMBITION

LEGEND



Crosscall Headquarters



Crosscall Offices



Countries where the brand is present



Subsidiary

HONG-KONG



A PRESENCE IN 17 COUNTRIES

Over the years, **CROSSCALL** developed operations internationally. We started with Europe by putting some sales directors in place who were tasked to implement the brand sustainably.



In July 2019, the CROSSCALL team went to South Africa to launch the brand.

SOUTH AFRICA, A NEW HORIZON FOR INTERNATIONAL DEVELOPMENT

In 2019, we entered the South African market thanks to contracts signed with two of the biggest phone providers in the country. As the biggest economic power on the continent and an outstanding outdoors country, South Africa is key for **CROSSCALL**, which developed both the B2B and the B2C markets.

“International development has always been CROSSCALL’s ambition. The internationalisation of the firm happened step by step, without rush, and taking the time to establish the company in France before attacking the European and African markets. Thanks to patience and prudent management, when we target a country, we establish ourselves for the long term.”



FANNY TERTEREAU

International Coordinator at CROSSCALL

AGE : 42 years

FAVOURITE SPORT: Cycling

FUN FACT: participated in CROSSCALL’s international development

MOBILES MADE FOR **REAL LIFE**

The outdoor world is challenging. Weather conditions can change, but it's also the environment that represents a threat to phones. At Crosscall, the mobiles and smartphones we design resist even in the most hostile environments so that users can focus on their activity instead of worrying about their phone.

Our devices not only follow users anywhere they go but also perform well in those harsh environments. We've moved on; the image of the fragile object that needs protection from drops and pouring rain is no longer relevant. The phone has adapted itself to its user, tagging along everywhere.

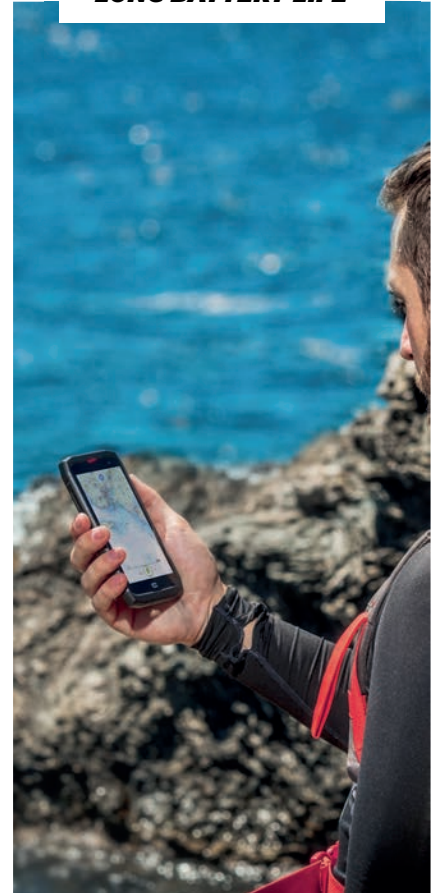
WATERPROOF



RESISTANT



LONG BATTERY LIFE



FROM DAILY **ADVENTURERS** TO THE BUSINESS WORLD

Historically, **CROSSCALL** mobile users were mainly outdoor athletes or professionals working outside requiring a mobile that would match their needs in terms of impermeability, resistance and long battery life.



OUTDOOR ATHLETES

Outdoor athletes, whether trail runners, mountain bikers, skiers or sailors, face adverse weather conditions in extreme and varying environments.



FIELD PROFESSIONALS

Professionals, whether they are construction workers, industry employees or farmers, need a resistant, liquid-proof (to oil, water...) phone they can forget while getting on with the job.

Today, our customer base is wider, looking for a different type of phone with a longer shelf life that suits their lifestyle without requiring any special attention.




LEISURE ADDICTS

From the mum juggling her personal and professional life to ultra-connected teenagers wishing to share their exploits with their friends on social media, more and more users want a phone that can follow them in their daily lives without showing signs of wear!



BUSINESSES

Supplying all employees with a phone is a significant expense. With **CROSSCALL**, firms can limit replacement costs thanks to the longer life cycle, without compromising performance. The brand offers customised solutions adapted to all activities and domains.



“Working with a brand that shares the same value of surpassing oneself and in addition conceives phones that are capable of following me everywhere I go is just incredible.”

MIKE HORN

Adventurer - Explorer

Pole2pole 2019 and Antarctica 2017



OUR MODEL

USAGE AT THE **HEART** OF **CROSSCALL'S** PRODUCT DEVELOPMENT

1. WE IDENTIFY USER NEEDS



**2. BASED ON THE BRAND'S DNA, WE DEVELOP
THE **CROSSCALL STANDARDS****

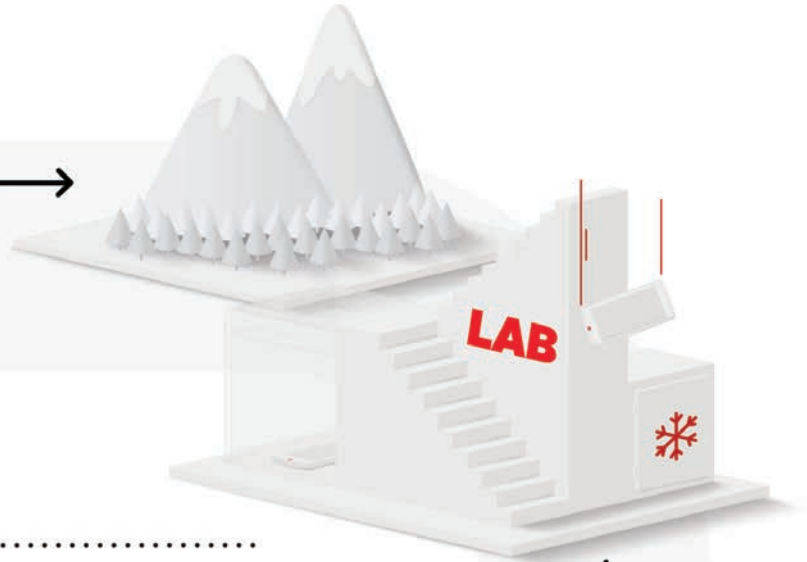
**6. WE CONTINUE TO TEST OUR
PRODUCTS** AFTER THEY ARE
LAUNCHED



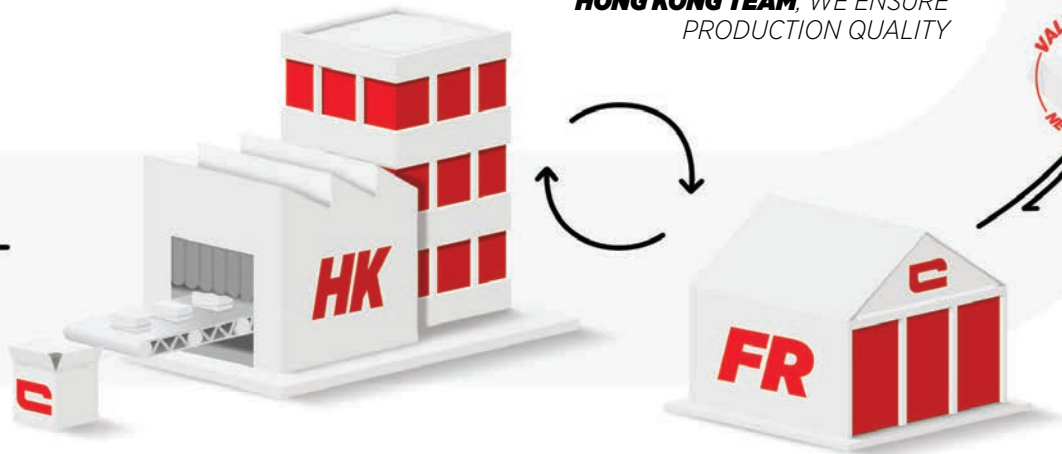
3. INSPIRED BY THE LATEST TRENDS, WE CONCEIVE MULTIPLE PROTOTYPES



4. THANKS TO USER TESTS AND FEEDBACK, WE DETERMINE THE IDEAL "GOLDEN SAMPLE"



5. CONNECTING WITH OUR HONG KONG TEAM, WE ENSURE PRODUCTION QUALITY



STEP 1:

WE IDENTIFY USER NEEDS

CROSSCALL's R&D teams closely monitor technological intelligence to stay up-to-date with market trends and tomorrow's innovations. They simultaneously query a panel of users, the "Community of Innovators", to check on their expectations and needs to then design the future product roadmap.

THE CROSSCALL COMMUNITY OF INNOVATORS

Since the very beginning of **CROSSCALL**, the creative process has always involved the help of users. We work closely with a panel of 1,400 users, the "Community of Innovators", and send them surveys to get to know their needs. They give us valuable feedback which we use as the basis for the development process of our future products.

The panel includes different types of profiles: some already have **CROSSCALL** phones, while others are athletes or professionals working outdoors. This diversity helps us understand and list multiple uses and develop products that meet all expectations, just as **CROSSCALL** has always done.



CROSSCALL at the UTMB, the flagship trail.



CROSSCALL meets professionals at the BATIMAT tradeshow.

MEETING OUR USERS

At **CROSSCALL**, we like to exchange views with clients to better understand their lifestyles. By participating in national and international events, we constantly meet our users and get feedback on our products and user expectations.



Xavier De Le Rue and Cédric Gracia with Cyril Vidal and the CROSSCALL team, thinking about tomorrow's products.

"We have a whole community that provides regular feedback. We send them surveys and their answers help us conceive the product closest to their expectations. They are also the first testers of our new phones and we then record their feedback."



DAMIEN LAGIER

Project Manager, Product Testing and Use at CROSSCALL

AGE: 24 years

FAVOURITE SPORT: Wakeboarding

FUN FACT: Leads the community of innovators on a daily basis

STEP 2:

BASED ON THE BRAND'S **DNA**, WE DEVELOP THE **CROSSCALL STANDARDS**

After having listed the strongest expectations from the community, **CROSSCALL** engineers establish the requirement specifications which are then sent to the factory, where every requirement is strictly met. These specifications include the components that we wish to use as well as durability standards that the new smartphones must meet in order to respect the brand's DNA.

The choice of material is key to conceive durable, waterproof and resistant products. Throughout the years, CROSSCALL's engineers have studied the best options to find the best compromise between robustness, weight and durability.

1

The shell of the phone is made of plastic composite materials reinforced with fiberglass. This mix **increases the material's hardness, making it more shock- and scratch-resistant.**

2

Thanks to a moulding technique called co-injection, thermoplastic polyurethane (TPU) is used for the angles, top and bottom parts of the phone. When an impact distorts the device, **this extra layer absorbs the shock and limits the resulting shock wave inside the phone.**

3

Under the screen, a thin layer of polymer foam absorbs the shock and **protects the screen in the event that the phone is dropped.**

4

Two covers, one of metal and the other made from composite materials, reinforce the **protection of the electrical circuits.**

5

An internal magnesium sheet ensures the rigidity of the phone. A TPU over-injection layer maintains the sheet, **increasing the rigidity of the entire phone and its resistance to bending, torsions and drops.**

6

The aluminium bars on each side of the phone provide additional **protection against impacts.**

"Each component of the mobile has been meticulously selected, tested and approved. This is what allows us to guarantee their watertightness, resistance and battery longevity. For example, for the battery, we are careful to select the most energy-efficient processors and electronic components in order to use as little energy as possible and guarantee our users a high degree of autonomy."



SANDRA EYNARD-MACHET
Mechanical Engineer at CROSSCALL

AGE : 25 years

FAVOURITE SPORT: Rock climbing

FUN FACT: Wrote the "CROSSCALL Standards"

7

Polymer membranes protect the audio elements (microphone, earphones and speakers). They are **impermeable to fluids and dust** but still let air—and therefore, sound—pass through.

8

A **polymer joint guarantees the impermeability** between the front and the back of the phone.

9

Elastomer protective caps also protect the connection technology and provide **complete impermeability to the phone's connectors**.



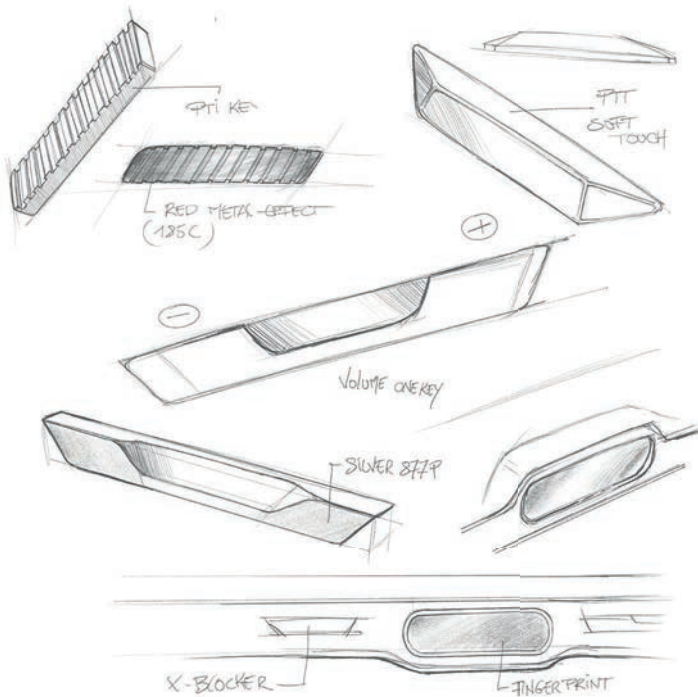
STEP 3:

INSPIRED BY THE LATEST TRENDS, WE CONCEIVE **MULTIPLE PROTOTYPES**

Once the requirement specifications have been approved with our partner factories, the teams work on the smartphone's design and user-friendliness to create a look and style that will be attractive. This step is tricky: indeed, **CROSSCALL**'s durability standards are quite a challenge for the teams.

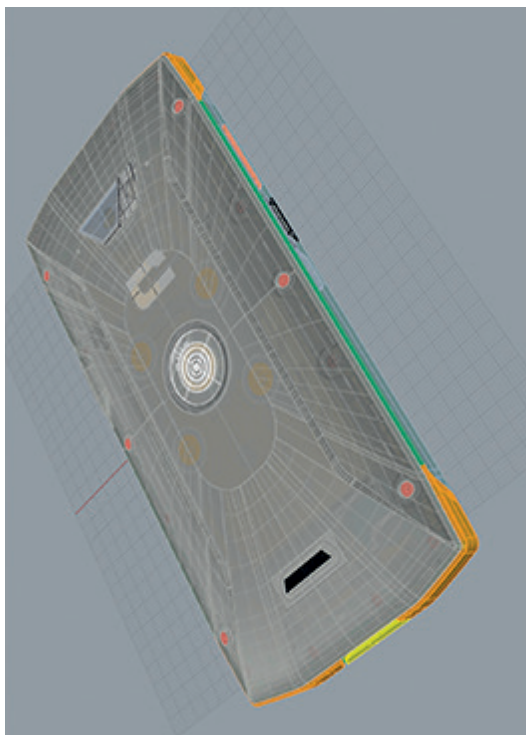
A STRONG SMARTPHONE IN A SLIM BODY

The toughest part for our design team is combining the slimness and lightness of a smartphone which can easily fit in a hand or be slipped in a pocket while also resisting even the strongest shocks. Our teams have been working for ten years to offer our users the perfect compromise between toughness and finesse.



The first step of the design starts on a sheet of paper as pencil drawing

FROM THE **FIRST ROUGH DRAFTS** TO THE FIRST **PROTOTYPES**



Then come the mock-ups using 3D software

ECO-FRIENDLY PACKAGING

To reduce our environmental impact, we decided to eliminate plastic from our product packaging. Today, thanks to their compact cardboard pack, we can transport more phones in one go, further reducing our carbon footprint.



2020 innovation: the Core range packaging is entirely recyclable

"It's a perpetual challenge but also a great source of pride to design an attractive product inspired by our users and that respects durability standards. The design is at the service of the promises made to users and that's what makes it a CROSSCALL product."



FRANÇOIS ROCHAIS

Lead designer at CROSSCALL

AGE : 35 years

FAVOURITE SPORT: Rollerblading

FUN FACT: Designed the last five CROSSCALL phones and the first tablet

STEP 4:

THANKS TO USER **TESTS** AND **FEEDBACK**, WE DETERMINE THE IDEAL «**GOLDEN SAMPLE**»

The first prototypes are sent to the lab to be tested, including a drop test, bending test and waterproof test, in order to check that they comply with the CROSSCALL R&D teams' expectations.

The prototypes will then be sent to the Community of Innovators for the smartphones to be tested in real-life conditions. After several prototypes have travelled back and forth, the teams choose the one that best fits expectations: the "golden sample".

TOUGHER STANDARDS THAN THE COMPETITION

At **CROSSCALL** we put a considerable strain on our products through a series of durability and waterproof tests, including 13 of the standard **MIL-STD 810G** military lab tests, to make sure that they comply with **CROSSCALL** standards.

Unlike most of our competitors, we test the waterproofing of our phones after having tested their durability: we would like to ensure our phones are not only waterproof straight out of the factory but also throughout their life cycle. We hope that our users can live intensely without a second thought to the possible damage of their phone.

REAL-LIFE TESTING

Because our phones are designed to perform in hostile environments, we test them in the field. The Community of Innovators' members are surveyed right from the start of the conception phase and will also receive the first prototypes. The R&D teams will then get their first impressions and thoughts on the design or the smartphone's user-friendliness.

They will then test the devices on a daily basis during their professional and personal activities, to check that they resist and perform in real-life conditions.

All this feedback will help to shape what we call the "golden sample", the reference specimen approved by **CROSSCALL** teams, which will then become the model used as reference for production.

"They're tough on smartphones! That's why it's very interesting to work with this community. They take us up on our phones' promises and sometimes we are able to identify fragile parts during the testing phases. The goal: working with users to identify the use that drew attention to the fragile component in order to correct the product until we have achieved the perfect sample that will be commercialised."



DAMIEN LAGIER

Project Manager, Product Testing and Use at CROSSCALL

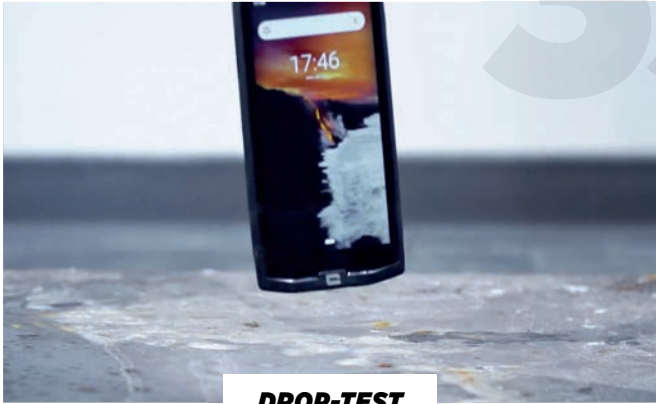
AGE : 24 years

FAVOURITE SPORT: Wakeboarding

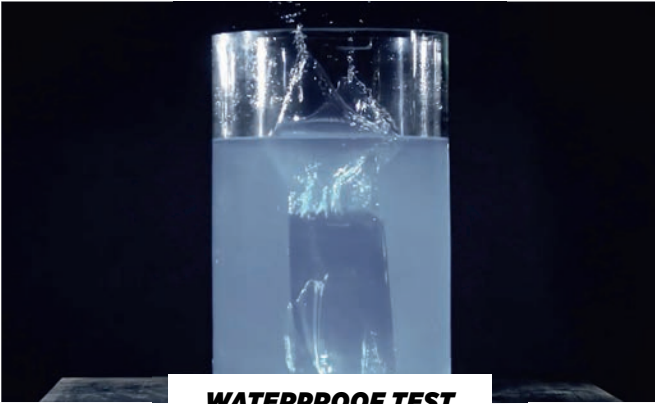
FUN FACT: Leads the community of innovators on a daily basis



BENDING TEST



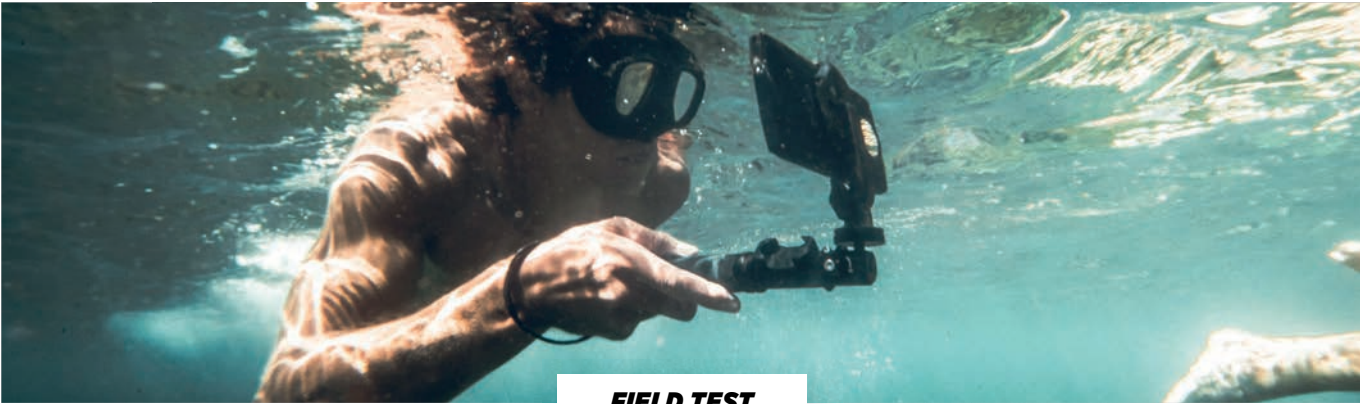
DROP-TEST



WATERPROOF TEST



SCRATCH TEST



FIELD TEST

STEP 5:

AS WE PRODUCE, WE **GUARANTEE** THE DESIRED **QUALITY** AND QUANTITY

While **CROSSCALL**'s production model depends on a network of partners in Asia, **CROSSCALL** is nonetheless an industrial actor.

For this reason, the model developed over the years has a double objective: producing devices of outstanding quality while meeting requested deadlines and maintaining the capacity to fill massive orders within a tight timeframe.

This implies a strong link between the headquarters and remote factories capable of leading and controlling production in the field. That's the role assigned to **CROSSCALL**'s Hong Kong office. The remote office connects daily with each factory, ensuring that the headquarter's

requirement specifications are handled with precision and continuously audited to verify that the standards, rules and production schedules are respected, as well as social and environmental responsibilities, which are just as essential to **CROSSCALL** as the others. These processes include the headquarter's logistics, finances, and R&D departments. They take place within a framework established between **CROSSCALL**'s managing team and their equivalent at the industrial partners' locations. They are regularly evaluated to fit in with the logic of permanent progress.





CROSSCALL headquarters in Hong Kong

“We have daily contact with both the R&D team based in Aix-en-Provence, France, and our industrial partners in China. With our DNA and our promises, it’s capital for a brand like ours to keep a close eye on production quality.”



THOMAS LAU
Project Manager Officer

AGE: 37 years

FAVOURITE SPORT: Badminton

FUN FACT: Regularly travels from Hong Kong to China

STEP 6:

WE CONTINUOUSLY TEST **OUR PRODUCTS** AFTER THEIR MARKET LAUNCH

The new **CROSSCALL** smartphone is then launched on the market but the story continues. Because the durability and performance of our products over time is of utmost importance, we continuously test them at each phase of their life cycle to offer an enhanced user experience that only improves with time.

A TEAM CLOSE TO YOU

Even though **CROSSCALL** went from start-up to scale-up within a decade, the brand continues to cherish the human side of business. Each employee actively participates in the development of our products and is involved in each step of the process.

Our Customer Service, based in France, symbolises this continuity as they are in touch with end consumers on a daily basis, maintaining these relationships.

5%

*of returns concern broken screens
(it is closer to 60% for other
brands.)**

3.4%

*Returns only for professional
smartphone fleets.*

**Survey done by UFC Que Choisir polling 1,704 of their newsletter subscribers.*

"In the Customer Service team, we are in direct contact with the users. It's very interesting as most feedback pinpoints to a precise fact that can be changed and enhanced. It has always been a priority for CROSSCALL to stay close to its users to be able to react with speed and efficiency. I believe that thanks to this proximity, consumers trust CROSSCALL and it creates a bond to the brand."



SALLY COPLEY

International Customer Services at CROSSCALL

AGE : 48 years

FAVOURITE SPORT: Salsa and Latin dance

FUN FACT: Speaks fluent French, English and Spanish



CROSSCALL'S COMMITMENT: DURABILITY

The mobile phone market is often accused of planned obsolescence, industrial waste and frequent breakages. In this tense climate, **CROSSCALL** goes against the flow and offers durable products. Thanks to its expertise and capacity for innovation, the brand conceives products that break less, can be rapidly replaced and are capable of functioning over the long term.

For its tender, SNCF contracted the independent lab Greenspector to estimate the battery life of the TREKKER-X4. The result is clear: 39 months, by far longer than any other mobile phone provider (18 months on average)*.

Throughout our ten years of existence, we have implemented precise processes, highly demanding quality standards and more than 80 lab tests without forgetting the hundreds of field testers who verify the

**Survey done by the independent lab Greenspector for the SNCF tender.*

technical capabilities and usage of our products. We have built trusting relationships with our industrial partners who assemble products with precision and use high-quality components that have been tested, proven and are available long-term.

It is not enough for us to offer resistant and waterproof phones with a long battery life. We would like to push the limits and go even further to offer mobile phones that convey and embody our commitment.

All these years filled with rigor, skills, innovation and efforts lead us today to make a strong promise to our users: **we have decided to offer a three-year warranty on all our future products.**



WHEN **GREENSPECTOR** TESTS OUR SMARTPHONES FOR **SNCF**

All tests done by GREENSPECTOR for the SNCF tender corresponded to a specific issue.

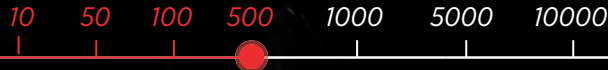
DEVICE TYPE

TREKKER-X4

CORE-X3

CORE-X4

NUMBER OF DEVICES



RESULTS

AUTONOMY: 20% HIGHER



TREKKER-X4

COMPETITOR

BATTERY LIFE:



TREKKER-X4

COMPETITOR

“More than ten years of research, innovations and tests have resulted in the three-year warranty. We have always chosen the best components for our products without making any compromises. Today, being able to offer a three-year warranty represents the acknowledgement of our achievements and it’s an amazing lever for us to surpass our own limits and go beyond.”




SANDRA EYNARD-MACHET

Mechanical Engineer at CROSSCALL

AGE : 25 years

FAVOURITE SPORT: Rock climbing

FUN FACT: Wrote the “CROSSCALL Standards”



"Being part of the CROSSCALL family is a great opportunity. I am very proud of being one of its ambassadors. It's always inspiring to have a brand that believes in you, whatever your project, like CROSSCALL does."

MARION HAERTY

*Freeriding snowboard
world champion 2019*



OUR PRODUCTS

EQUIPPING **CROSSCALL**

CROSSCALL aims to intensify its presence in the global corporate world. By relying on its DNA and capacity for innovation, the company wishes to target a market with a massive potential. The brand therefore structured its offer around five strong commitments which helped to secure the SNCF tender.



WORKING IN EVEN THE MOST HOSTILE ENVIRONMENTS

Thanks to its products' DNA, **CROSSCALL** offers phones that are efficient, reliable and capable of working in any environment. Therefore, professionals can use their phone in any situations and gain in productivity.



EXTENDING THE LIFETIME OF PRODUCTS

Following its DNA, **CROSSCALL** conceives products focussed on durability. For example, the brand is one of the first mobile phone players to issue a three-year warranty on its products knowing that the lifetime of their batteries is 39 months.



EASY IMPLEMENTATION AND MANAGEMENT OF A MOBILE FLEET

CROSSCALL made sure its devices were compatible with the main EMM* actors so as to offer a reliable, **safe and adapted mobile solution** for fleet managers.



ENSURING THE SAFETY OF TEAMS AND MATERIAL

The entire range of products has been conceived to ensure the safety of the user. Within their design, they all have a programmable button that can be configured on a **PTI (Protection of Isolated Workers) application**.



A COMPLETE PACKAGE OF ACCESSORIES FOR PERFECT INTEGRATION IN YOUR OPERATIONS

CROSSCALL developed an entire range of accessories in harmony with all of its smartphones to transform your device into a practical and complete work tool.

**Enterprise Mobile Management*

"Our clients are fans of the product. When we do a presentation, we always get a 'wow' effect thanks to our outdoorsy image. We sometimes feel as if we are bringing a breath of fresh air. Let's keep in mind, though, that behind our image we work hard to attract more and more businesses and meet their specific needs."



MAEVA POZZOLI
KAM B2B at **CROSSCALL**

AGE : 28 years
FAVOURITE SPORT: Combat sports
FUN FACT: Maeva is the youngest salesperson in the Paris office



DISTRIBUTION



CONSTRUCTION



PUBLICS TENDERS



SECURITY



HEALTH



AGRICULTURE

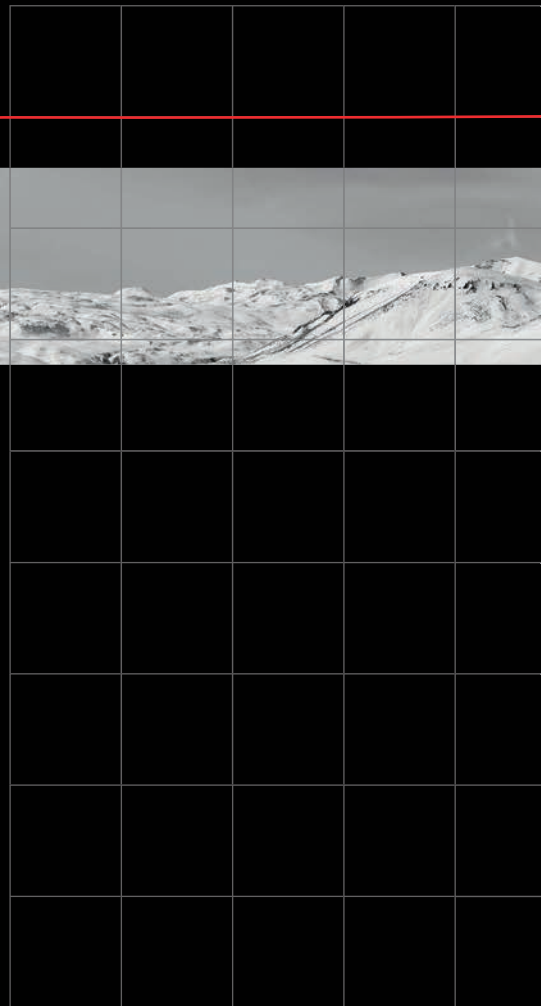


INDUSTRY

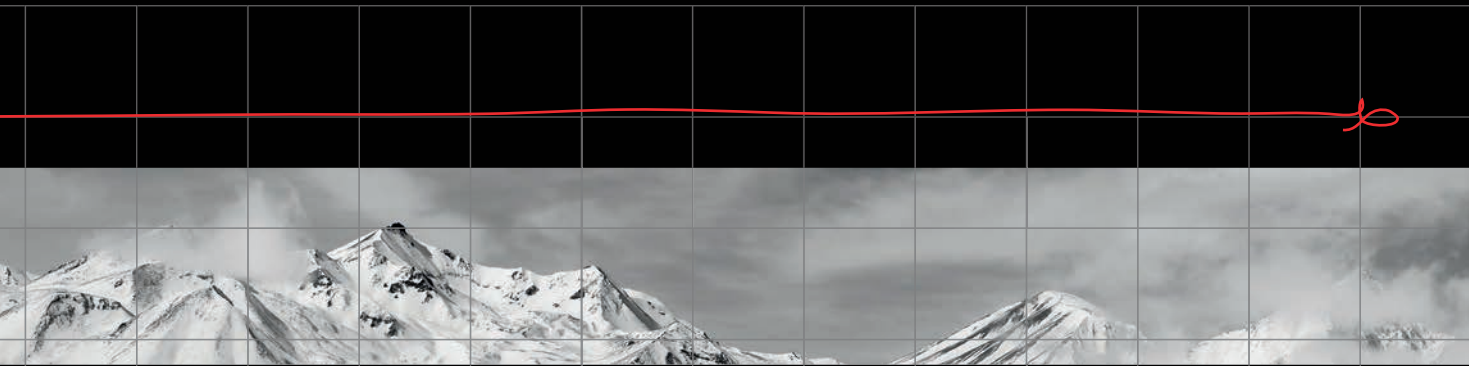


LOGISTICS & TRANSPORT

RANGE



45



PRESENTS

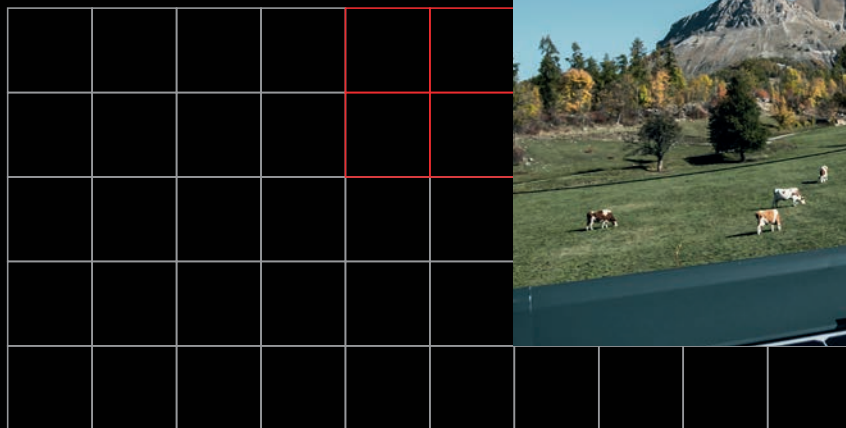
CORE



THE **CORE RANGE,** BUILT FOR **YOUR JOB**

By pinpointing the expectations and needs of professionals, the company capitalises on its DNA to offer perfectly adapted solutions. Throughout its development, CROSSCALL has always offered durable products with the latest technology and an enhanced design, without making any compromises on the brand's promises.

The durability of its products and the expertise acquired over a decade of development all add up to the possibility of offering a three-year warranty for each of its products.





CORE-T4

YOUR TABLET EVERYWHERE!



CORE-T4

49

All professionals would love to bring their office with them when they are on the go. Today, they can count on **CROSSCALL**'s very first tablet. AER Certified (one of the first worldwide), it helps professionals of all trades to take their office with them and be proactive. Thanks to its WiFi and 4G+ Connectivity, the user is connected and ready to react wherever she or he may be, and without the fear of running out of battery.

The **CORE-T4** also has a **7000 mAh** battery, which can cover a full day of continuous use (e-mails, Youtube, Web browsing, etc.).



USER-FRIENDLY DESIGN

8" screen - 14mm thickness
Photo 13MP - front cam - x-link compatible accessories



WORK ALL DAY WITHOUT NEEDING TO RECHARGE

7000 mAh battery



CONNECTED WHEREVER YOU ARE

WiFi and 4G+ Connectivity



CORE-X4



THE PERSONAL PROFESSIONAL SMARTPHONE



Efficient from all viewpoints, the **CORE-X4** was built to be as user-friendly as possible so that it can bring together security and ease of use. Thanks to two programmable buttons, the user can assign a PTT application to one button and use the smartphone as a walkie-talkie, while staying safe, as the second button can be configured on a PTI application.

The **CORE-X4** has a built-in camera of **48 MP FUSION⁴**, a camera lens that accurately captures your surroundings, even in low light.



PROFESSIONAL AND PERSONAL USE

*Two separate spaces with Android 9
double SIM + SD card
X-LINK* compatible accessories*

**Magconn Technology.*



CLEAR PICTURES, EVEN AT NIGHT

48MP Fusion⁴ Camera



STAY SAFE AT WORK

2 programmable buttons: PTT⁽¹⁾ and PTI⁽²⁾

(1) PTT : Push-to-talk

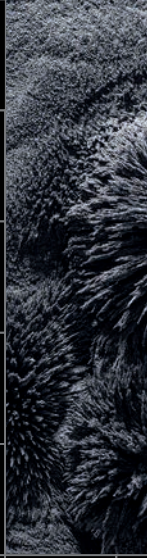
(2) PTI : Protection of isolated workers



CORE-X4

CORE-M4

SMALL SIZE GREAT RELIABILITY



Made to be reliable and efficient, the **CORE-M4** is a compact format smartphone with all the essential functions. Especially designed for vast corporate mobile fleets, it uses Android for Work and can be customised and remotely controlled thanks to its compatibility with EMM actors. As it is lighter and smaller than the other smartphones of its range, the **CORE-M4** is made for professionals who want a reliable smartphone that fits in their pocket.

CORE-M4



USER-FRIENDLY DESIGN

Fits in the hand - 5 inches (128/9) and 205g



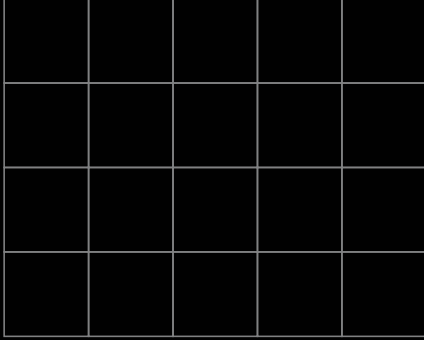
ADAPTED TO VAST CORPORATE FLEETS

Compatible with Android For Work and the main EMM actors

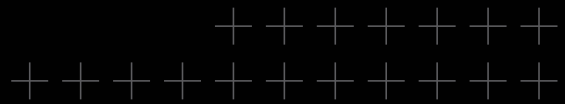


RELIABILITY AND FLOW

Simple and intuitive use - Compatible Wellbeing



STRAIGHT TO THE POINT



Purely essential. With a light Android version (Android GO), the **CORE-M4 GO** has placed ease and simplicity at the heart of its use. The same size as the **CORE-M4**, it has a built-in camera (12MP) and a 3000 mAh battery offering the possibility for a full day of use.



ADAPTED TO ALL ENVIRONMENTS
IP68 - Military Standard



SIMPLIFIED USE
*Android GO
Essential phone functions*



USER-FRIENDLY DESIGN
Fits in the hand - 5 inches (18/9) and 205g

5
CORE-M4 GO

A **DESIGN** CONCEIVED FOR THE **USER**

By capitalising on the **CROSSCALL** products' DNA, you acquire a freedom of spirit. You can do any activity in any environment without fearing damage, running out of battery or immersion in a liquid, so you can focus on the world around you. With the passing years, **CROSSCALL**'s challenge has gone even further with the phones' designs to offer the most adapted products for their uses. This recognition creates a real feeling of belonging amongst the users who notice the difference in the product they have in their hands, a phone conceived and designed for them.



"More and more people are choosing CROSSCALL, even if they're not professionals or extreme athletes. The fact that we are a French brand really works in our favour, and I think that they see themselves in our values and product design. We have a lifestyle-focused side that is becoming more attractive to people."

MATTHIEU LAUBE
KAM B2C at CROSSCALL

AGE : 35 years
FAVOURITE SPORT: Wakeboarding
FUN FACT: Has already retrieved his phone from the bottom of the water at least a dozen times without an issue.

TREKKER-X4



The flagship product of the brand. True to the values of the **TREKKER** range, the **TREKKER-X4** was entirely thought around videos as it is one of the very first phones to have a built-in **ACTION-CAM** directly integrated in its design. This last version allows you to capture the world around you through different angles and formats. At the same time, **CROSSCALL** developed its own application dedicated to the use of this **ACTION-CAM**.

ACTION-CAM

*Film as you see
Angle possibility up to 170°*



X-CAM

*Film in slow-motion, timelapse and fisheye
Angles vary from 88° to 170°*



AUTONOMY

*Prolonged autonomy
Battery of 4400 mAh*



The **ACTION-X3** was a turning point in the history of **CROSSCALL**. It was the first **CROSSCALL** phone to embark the **X-LINK** technology (Magconn Technology) A smart magnet at the back of the smartphone, for ease of charging, transferring data and also at the heart of a whole ecosystem of accessories, destined to extend the duration of the use of the **ACTION-X3**.



LONGER LASTING USE
An ecosystem of compatible accessories



BRIGHT AND CLEAR PICTURES
Large Pixel Technology



EASE OF USE
*Compact and user-friendly format (5" screen)
Light (215g)*



ACTION-X3

ACCESSORIES DEDICATED TO THE **OUTDOORS**

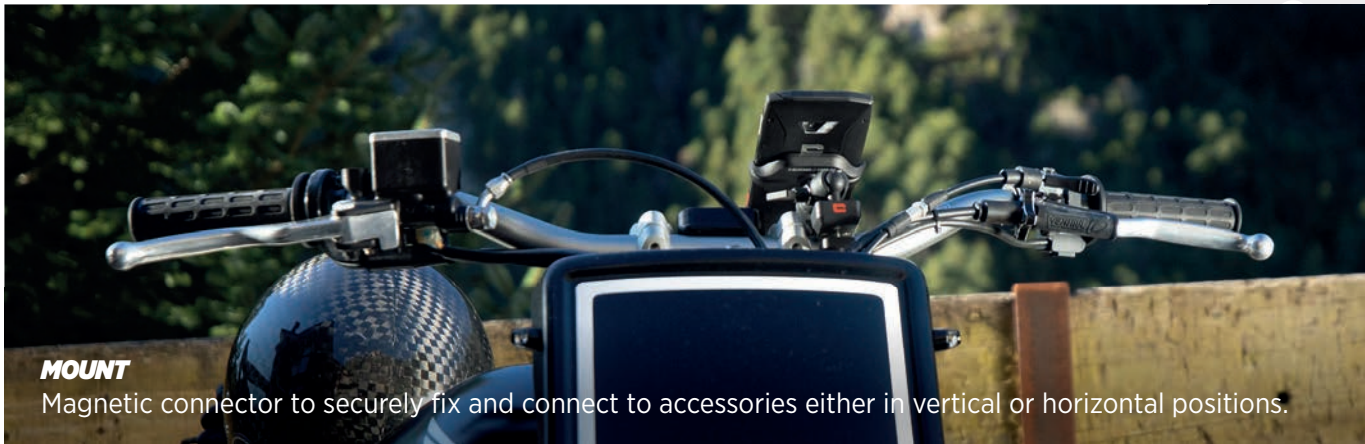
To upgrade the outdoor experience, **CROSSCALL** designed a complete range of accessories harmoniously adapted to their smartphones. The accessories boost user experience and fit perfectly with the outdoor positioning of the brand. They encourage users to go out and capture their adventures and immortalise memories.

The user can switch from one accessory to another in a split second as the accessories and phones share a common technology: the **X-LINK***.

It's an intelligent magnetic connector with multiple functionalities, which, alongside the **X-BLOCKER**, enables the phone to be mounted, charged and synced.

"X-LINK Technology* makes it possible to mount the phone onto different accessories developed by the brand."





MOUNT

Magnetic connector to securely fix and connect to accessories either in vertical or horizontal positions.



SYNC

Cable-free data transfer!



CHARGE

Fast and efficient battery charging.



INTERVIEW WITH **CYRIL VIDAL**

HOW DO CROSSCALL AND ITS PRODUCTS DIFFER FROM OTHER MOBILE PHONE PRODUCERS?

Our products meet the requirements of the functional efficiency model. In that respect, we tend to favour use and durability rather than fashion trends and technological escalation. However, that does not keep us from giving our devices an uncompromising aesthetic identity. At Crosscall, performance goes hand in hand with elegance.

Therefore our phones are valued just as much by the business world as by extreme athletes and the general public who desire durable products. It's this DNA that has enabled us to position ourselves in the outdoor technology sector.

Greenspector's independent study carried out for the SNCF tender has revealed that our phones have a potentially much longer lifespan than other brands. That is why we are committed to promising our users a **three-year warranty** for our **new CORE range** and our future products.

ARE YOU THE FIRST MOBILE PHONE BRAND IN HISTORY TO OFFER A THREE-YEAR WARRANTY FOR YOUR PRODUCTS?

We are one of the first, yes. For us, this step represents the foundation of our project to discard a consumerist mobile market and move towards a market based on the users' needs and on the durability of the products. Even though the mobile phone market will never be the most eco-friendly industry, it cannot neglect the obvious urgency to save our planet's resources. We wish to brand ourselves and evolve within this sustainable approach.

CROSSCALL was founded on one value: answering user needs and respecting user expectations. That means focusing on the durability of our products while rejecting all planned obsolescence. At this stage, it is also the starting point of a solution to the environmental issues created by the mobile phone branch. Even if we still need to focus on making every single step of the production and distribution chains more sustainable, we have taken the first stride by offering an eco-friendly packaging for the **CORE** range of products.

We have also set up a process to evaluate the level of social and environmental issues addressed by our suppliers. The idea not to check up on them, but rather to guarantee in the long run that our production and distribution increasingly integrates the planet's major sustainability challenges.



AURÉLIEN DUCROZ

Double freeride skiing world champion & co-skipper of the Team Crosscall Chamonix-Mont-Blanc

WHAT IS THE ADDED VALUE OF THE EMPLOYER BRAND THAT YOU HAVE DEVELOPED?

While economic performance is crucial, it only makes sense if it becomes a lever for social performance. In our team, we have women and men from all types of backgrounds.

Although many younger employees got their first job here, we keep a good balance between generations, which helps to preserve open-mindedness, professional satisfaction and solidarity. All employees have the possibility to invest in Crosscall and benefit from profit-sharing, which goes much further than the recent legal obligations of businesses.

WHAT IS YOUR TARGET MARKET?

When we started the adventure, we targeted professionals working outdoors and extreme sports fans. As we grow, we are continually expanding our target from that core. Today, Crosscall products are not only for sports fans or construction workers; they are for all users, women and men of all ages who wish to have a mobile phone for all their daily activities, whether those activities are professional or for leisure, in any conditions.

Thus, we now target individuals and professionals. Today, we cater to individuals, small businesses and even large corporations. We have won our last B2B tenders against some of the biggest brands, such as the SNCF tender, demonstrating that our products provide a real technological and economical added value for businesses, including major mobile fleets, and they meet all the requirements that these types of customers demand.

WHAT ARE CROSSCALL'S DEVELOPMENT OPPORTUNITIES FOR THE MID- AND LONG-TERM?

We take the time to improve ourselves step by step, for the long run, based on a mastered industrial model which guarantees that the production quality and quantity will be able to answer large-scale demands. It is out of the question to change our strategy to follow the market's fluctuations, a market that is saturated by brands with increasing industrial power but with fewer ideas and less coherence... On the international side, we plan to strengthen our hold in the European countries where we are already established by adopting an economic model adapted to each local situation. For our long-term expansion, we have started to develop the African market.

Our first results in **South Africa** are extremely encouraging. We plan to investigate developing in other continents in the next few years by targeting countries with appropriate market conditions and by leaning on financial partners or brands that will help us to create the right circumstances for fast and efficient development. We may be the fourth-largest B2B brand in France with a market share of 12%, but we wish to become a national and international leader. Our strategy is to favour special activities such as **security, transport, civil engineering, agriculture or health**. We are now capable of counseling large corporations while still catering to smaller ones.

We wish to develop that aspect even further in the years to come by dedicating a whole R&D department to the B2B sector to better listen to their needs and have an approach by channel. With this in mind, we have conceived our new **CORE** range offering three smartphones and the first **CROSSCALL** tablet. All new devices are compatible with our range of accessories. In addition to the fact that some of these products are Android Enterprise Recommended by Google, **we wished to commit to our DNA promises and offer a three-year warranty.**

TO CONCLUDE, WHAT IS CROSSCALL'S FUTURE?

Its future is deeply rooted in its history. It is built on the brand's **DNA** offering products that are both conceived for and evolve around the real life of its daily users.

For the company and its stakeholders, the idea is to follow an ambitious but reasoned development, leaning on the values we hold dear and on an efficient economic, social and environmental model.



