

1 May 2018

Distributor for XMi

Further to the announcement regarding the Strategic Collaboration Partnership Agreement dated 26th February 2018, Story-i is pleased to advise that it has entered into a Distribution Agreement with XMi Pte Ltd to distribute its range of multimedia sound products in Indonesia. XMi is the creator of award winning portable audio technology products that were awarded the Red Dot Design Award (Germany) and the InfoComm Singapore Award, the top innovation award in Singapore.

Michael Chan, Executive Director of Story-i Ltd said "By entering into this Agreement with XMi, we will be partners with an extraordinary company that has produced innovative and award winning audio products. We will leverage on our existing retail network across Indonesia and on-line marketing platform to distribute the XMi products to our retail and enterprise clients.

We expect that the XMi products will add to our revenues and boost our overall margins significantly. The broader product range and technology based solutions will lead to higher margins and open new channel and markets for audio products."

About Story-i

Story-i is a leading Apple Premium Reseller with 32 locations in 12 cities across Indonesia as well as a flagship store in Ho Chi Minh City. It is also an Apple Education Provider with a strong list of educational and tertiary clients. The Company recently completed the acquisition of EStore's retail and education business and post-acquisition it is the second largest Apple Partner in Indonesia.

About XMi

Founded in Singapore, Xmi is a technology-driven company focused on bringing the very latest wave of multimedia products to the global market.

With unique products of superior functionality, mass-market appeal and uncompromising quality, Xmi is set to push the boundaries of technology with new exciting products and build a global brand synonymous with innovation that will precede major trends in digital lifestyle technology.

Xmi Pte Ltd currently has distribution networks in 80 countries in North America, Latin America, Europe, Middle East, Asia Pacific and Australia.

For more information visit www.x-mini.com

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