

**MANFROTTO AND NILOX:
AGREEMENT FOR THE DISTRIBUTION
IN ITALY, USA, FRANCE AND UK**

September 10th, 2015 - **Manfrotto**, world leader in the photography, imaging equipment and accessories industry, announces a new important and strategic cooperation for distributing in Italy (through the photography channel), France, USA and United Kingdom (through all trade channels, from large-scale modern distribution to specialized retail) the Nilox's technology for sport.

Nilox was founded in 2005 by the Esprinet Group, first distributor of consumer and IT electronics, among the first three players in Spain and fifth in Europe. Thanks to the constant investments in research and product marketing, Nilox has become the first Italian brand of action cam into the world, placed at the second stage for sales in Italy, with a wide offer that goes from mass-market solutions (MINI and F60 lines) to top of the range devices (EVO line). Today, Nilox is the brand chosen by big sport champions, particularly close to the the motors' world, where it is represented by the MotoGP World Champion, Marc Marquez.

Action cam market has gone from 6.9 to 9.6 million of sold pieces in 2015 all over the world, marking a remarkable growth for the wearable gadgets' sector, and in this very positive trend Manfrotto will support the Nilox products distribution.

Indeed, Manfrotto states its presence in the Italian market with its own **Distribution**, for the sale of accessories and supports in the photographic, video, broadcast and lighting imaging sectors, and will provide Nilox with its **widespread distribution network**, in order to create significant synergies to be further developed in the coming years. Furthermore, thanks to this new cooperation, Manfrotto will be also committed at the production level, by studying new accessories specifically designed for Nilox products.

"This agreement is particularly significant for us – states **Giovanni Augusti, Manfrotto Strategic Alliance Director & Italy Country Manager** – Nilox is an important player in the action cameras' market in Italy and is bonded to Manfrotto by a substantial inclination to research and innovation, essential aspects for us. In Italy, Manfrotto Distribution will bring Nilox products in the specialty stores of the photography channel, while in France, USA and UK we will bring it also in the specialized and organized large distribution. This cooperation is coherent with Manfrotto's recent products launches and it will allow us studying from the inside the action cameras' market, in which there could be important development opportunities."

"Cooperation with world champions as Marc Marquez and with international events as the Superbike, beloved by wider public, has generated an important request of Nilox brand from foreign countries. The agreement with Manfrotto represents a huge opportunity for satisfying always-growing requests coming from abroad, in addition to an even more widespread presence on the Italian territory – added **Michele Bertacco, Nilox Brand Director**. We share with Manfrotto the will of creating products answering specific needs of our customers, and for this reason we will be working together in the next few years in order to develop and realize tailored accessories for Nilox."

*Gfk data published on April 2015 at IFA Global Press Conference in Malta

For more information, please visit www.manfrotto.com e www.manfrottodistribution.com

Manfrotto (Vitec Group)

Manfrotto is the world leader in the design, production and distribution of professional products for photography, video and entertainment. The company was founded in 1972 based on Lino Manfrotto's experience, and its mission has always been to support and simplify the work of reporters, photographers and producers. The Imagine More project adds to this historical mission the idea of fuelling the enthusiasm of weekend photographers and supporting the surge of new amateurs. Part of



Manfrotto
Imagine More

NILOX

the UK-based Vitec Group since 1989, Manfrotto has now become a worldwide presence. In its eight key markets – Italy, France, Germany, the United Kingdom, China, Japan, Hong Kong and the United States – it is represented by its own direct distribution system, Manfrotto Distribution, whereas in 80 other countries sales are handled by independent distributors

Manfrotto is a member of AIF - Italian Association of Photo-Digital Imaging, and provides to operators and passionate photographers advice and support at the highest levels of professionalism. Moreover, Manfrotto has been member of the Board of Directors since 2 years, and this year it will finalize the most important national event of the industry, the Photo Show 2015 in conjunction with Expo 2015.

Nilox (www.nilox.com)

Nilox is the brand of sports technology of the Esprinet Group. In addition to the field sports (on board - action camera with Mini lines, F-60 and EVO) and other products of wearable technology (wearable), Nilox is known for its range of business IT. Nilox is distributed in Italy, Spain, Czech Republic, Slovakia, Germany, France, UK and Middle East. During 2015 Nilox started the path to enter the American market.

Press contacts:

NILOX

Paola Bramati

Marketing & Communication Specialist

E-mail: paola.bramati@esprinet.com

Telefono: +39 3466290054