ARCHOS keeps strengthening its presence in Africa

London – March 9th, 2015 - ARCHOS, the French consumer electronic brand is expanding to Nigeria.

Following its strategy to expand in emerging markets and after the successful launch in Egypt last year and Senegal last month, ARCHOS has now launched the brand in Nigeria, setting up a local team and partnerships to support the development of its brand. “Nigeria represents a logical step in the development of our brand in Africa, where we intend to replicate our winning recipe: offer performance, European design and quality products at a competitive price” added Loic Poirier, Archos CEO.

Pillars of success

Archos’ objective is to leverage years of innovation in Smartphones & Tablets and success in Western Europe and use it through:

- Providing disruptive product equations
- Fast Go-To-Market Strategy
- Tactical & cost effective Marketing activities
- Local execution

Act Local

Archos aims to locally set up the brand and strengthen its position with local partnership such as Airtel and Etisalat to give users exceptional data bundle or CSL to provide local customer support and highest standard of repair service.

Let me Distribute, a leading supply chain solution provider, providing end-to-end supply chain solutions for Consumer Electronic products, will also partner with ARCHOS to distribute the brand in all Business to Consumer and Business to Business channels.
For more information about ARCHOS and its entire selection of Connected Devices, Smartphones and tablets please visit us at www.ARCHOS.com

About ARCHOS

ARCHOS, a pioneer in the portable audio and video player market, and now specializing in Android Tablets and Smartphones, has repeatedly revolutionized the market for consumer electronics since 1988. Today, ARCHOS offers its own line of Android Tablets and Smartphones, as well as a full line of OEM devices. In 2000, ARCHOS launched the Jukebox 6000, the first MP3 player combined with a hard disk. In 2008, ARCHOS launched the first generation Internet Tablets, and then the first ever Android powered tablets in 2009. In 2013, ARCHOS launched its first generation of Smartphones with the ARCHOS Platinum series. ARCHOS has offices in the United States, Europe and Asia. ARCHOS is quoted on Compartment C of Eurolist, Euronext Paris, ISIN CodeFR0000182479. Website: www.archos.com.

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