

# ARCHOS and Uni Group form an exclusive partnership – a positive strategy for distribution in Egypt and the Middle East.

**London, October 8th, 2014** – ARCHOS, a pioneer in Android™ devices, announces the signature of an exclusive agreement with Uni Group to further develop the distribution and marketing of its range of smartphones, tablets and connected objects in Egypt and the Middle East.

## Uni Group, a mobile phone leader in Egypt

Uni Group and its 800 employees distribute products in more than 1700 sales points all over Egypt and is number 3 in the mobile phone market in Egypt according to GFK.

In May 2014, Uni Group and ARCHOS decided to **establish a long-term partnership** to accompany the Egyptian market in its transition from feature phones (under the G Tide brand) to ARCHOS smartphones and tablets. The two companies' goal is to ship over a million units in 2015 and strengthen their position in the top 3 Egyptian market.

## A strong marketing strategy

To quickly penetrate this market, Uni Group and ARCHOS implemented a **cross channel marketing campaign valued at EGP 20 million**. Including:

- An exclusive partnership with the Egyptian professional football league
- Official mobile partner for the “Liga Profesional de Fútbol” in Egypt
- Traditional media advertising (TV and radio) and social media advertising
- Point of sales advertising

Results are impressive with ARCHOS smartphones and tablets reaching record sales for the past weeks generating over 40 000 units sold per month.

## Egypt: a starting point towards Middle East and Africa

Egyptian growth, as well as that of Middle East and Africa, is **one of ARCHOS' strategic pillars**, these markets being perfectly in line with the French company's products. According to GFK, during the first half of 2014, the 100 to 150€ smartphone segment was the only one to show sustainable growth in terms of value.

Capitalising on Egypt's positive experience, ARCHOS and Uni Group will keep on expanding in the region by creating subsidiaries in other Middle East countries.



For more information about ARCHOS' entire selection of smartphones, tablets and connected objects, visit us at [www.ARCHOS.com](http://www.ARCHOS.com) or follow us on [Facebook](#) and [Twitter](#).

## 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](http://www.archos.com).

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