

**For immediate release**

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**NEW NOKIA HOME ENTERTAINMENT PRODUCTS EXCLUSIVELY AVAILABLE FROM ELLIES**

Ellies Electronics, a subsidiary of JSE-listed Ellies Holdings, a manufacturer, importer, wholesaler, and distributor of electronic products, has concluded a deal with StreamView to exclusively distribute Nokia products in South Africa and various other African countries.

Headquartered in Austria, StreamView is a licensee of the Nokia brand for smart TVs, set-top boxes and related products for Europe, Middle East and Africa, and designs, develops and manufactures Nokia-branded state-of-the-art products that provide access to new and better experiences.

In terms of the distribution agreement, Ellies will market and distribute Nokia products in South Africa, Namibia, Botswana, Eswatini and Mozambique, with plans to expand into Zimbabwe, Lesotho, Zambia, and other Southern Africa Development Community states.

The agreement comes into effect on 11 October and positions Ellies as StreamView's exclusive sales partner in these countries. Further exclusivity is dependent on reaching certain sales targets, as agreed to by both parties.

"We are extremely happy to announce this distribution deal with StreamView, which gives us access to their wide range of high-quality Nokia-branded smart products that we will take to these markets through our extensive distribution network in South Africa and beyond," says Ellies Electronics CEO Shaun Prithivirajh.

StreamView's Nokia Smart TVs with Android TV operating system bring the experience of the smart phone to the living room. The devices are perfect for streaming and gaming, but also for live TV with built-in tuners for terrestrial, satellite and cable reception.

The company's Nokia Streaming Box is a set-top box that upgrades any TV to a Smart TV and brings the Android TV experience to the TV screen with minimal investment. The product is ideal for watching the latest blockbusters, series, documentaries and much more. This product portfolio is rounded off by set-top-boxes for terrestrial and satellite live TV.

Prithivirajh says the agreement diversifies Ellies revenue streams and provides additional market opportunities.

"This agreement is mutually viable for both parties. The Nokia brand is respected all over the world and Ellies gets the benefit of adding this state-of-art product to our already extensive range of electronic products," he says.

"For StreamView, partnering with Ellies means that they will have access to a lucrative Southern African market where we have an extensive, well-established and trusted distribution network."

StreamView Managing Director Peter Schmalfluss says the company's mission is to develop smart products and services that are easily accessible.

“We endeavour to keep up with the latest cutting-edge technology with a focus on enhancing user experience, allowing us to provide durable products at competitive prices. The foundation of our growth is built on technology, quality, design and service,” he adds.

“We help people to adapt to smart things surrounding them and provide easy solutions to adopt the smart world. We build products that carry the Nokia legacy, and we bring this legacy into new product categories.”

Schmalfluss says the distribution deal with Ellies marks a landmark move for StreamView into the Southern African market, which is in line with its vision to seek out new markets with growth potential across the globe.

A select range of Nokia products will be available to consumers by December 2021, with the full range available through Ellies’ extensive branch network and at major retailers early in the new year.

Ellies Holdings, established in 1979 is the leading Southern African manufacturer, importer, wholesaler and distributor of quality lighting, solar, electrical and electronic products and solutions, to both the residential and commercial sectors.

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For further information:

Ellies Electronics  
Shenanda Janse van Rensburg  
+2784 777 1977  
[Shenanda.jvr@ellies.co.za](mailto:Shenanda.jvr@ellies.co.za)

About Ellies Electronics

Established in 1979, Ellies Electronics is the leading Southern African manufacturer, importer, wholesaler and distributor of quality satellite, multimedia, electronic, electrical, lighting, energy-efficient and power solutions products, to both the residential and commercial sectors. Ellies also supplies aerial and satellite equipment, accessories and hardware. Our mission is to offer customers solutions that truly make a difference in their lives. As an industry leader, Ellies prides itself on always innovating useful products, built on a bedrock of quality, and engineered to the highest standards. Ellies Electronics is a subsidiary of JSE-listed Ellies Holdings.

About Streamview

StreamView is the licensee of the Nokia brand for Smart TVs and Set-Top-Boxes in Europe. Nokia is a registered trademark of Nokia corporation. StreamView markets and distributes Nokia branded products that combine the style and minimalistic design people recognize the Nokia brand for, with cutting-edge technology, providing access to new and better experiences every day.