

New CEO, new Chairman and more capital bolster Jays

Rune Torbjörnsen, former CEO for the quoted company Doro, has been named Jays new CEO. Former President and company founder Jens Nylander will step aside after shouldering the title for more than three years. The company also has a new Board Chairman, Bjørn Stormorken, formerly partner with Pareto Securities ASA. He has extensive experience of initial public offerings, financial investments and transactions. In addition, the venture capital company Creandum has decided to invest even more, pledging a double-digit million Swedish kronor to Jays to accelerate the company's international expansion activities.

"Jens Nylander is a talented entrepreneur who in just a short time managed to create a strong product portfolio with limited resources. His forte is finding products that are right in time and he has an innate ability to see what will be viable in the future, which is what he will now devote all his time to. Rune Torbjörnsen is an obvious choice for us, since he has extensive experience as a growth-oriented CEO," says resigning Chairman, Martin Hauge.

"In various constellations, I've been the CEO for six years now and my duties have entailed assuming a variety of roles. The products have always been my passion and my focus. Now that the company is ready for international heights, it is time for me as entrepreneur to hand over the reigns to a new CEO," says Jens Nylander.

In just a short time, the company has managed to set up distribution of its products in 23 countries and its product portfolio has won several awards including Best-Of-The-Year from the American company iLounge. Jays' customer list includes such names as Mediamarkt, the UK chain Costco and the French chain FNAC. Apple Europe recently joined the list of customers and has started selling the company's premium product, q-Jays.

Jays' product portfolio consists of several in-ear earphone models that use a special type of micro armature technology, and its recently launched c-Jays – Jays' first external headphones. In addition, the company develops, manufactures and sells several music adapters designed for the most common mobile phones on the market.

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JAYS designs, develops and manufactures portable media product accessories. The JAYS brand stands for high quality products, designed to ensure that customers get maximum pleasure from their portable media products. JAYS AB is currently owned by its founders and venture capital company, Creandum.



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