



i'm Watch speeds up the pace of global distribution

After designing and launching the first *smartwatch* ever just two years ago, the Italian brand is now ready to enter an important distribution agreement with *Turkcell* - the leader in the ICT and *mobile* market in Turkey.



*Milan, 24th September 2013. After creating and launching the **first smartwatch ever**, i'm Watch is now pursuing a **global expansion plan** by means of **international distribution agreements**. Focus on the **Middle East** and particularly on Turkey, then. This very dynamic market is presently enjoying a strong growth especially in terms of new technologies. Distribution is planned to be very capillary both at large distribution center and *retail* levels, with priority to *department stores* and *i'm Watch shop'n'shop*. "We launched *i'm Watch* in Italy because we intended to emphasize the "Made in Italy" of this product– explains Manuel Zanella, the creator of *i'm Watch* - but the international markets are still very rewarding thanks to the increasing interest in new technologies. **Wearable technologies have proven to be a huge opportunity** for all companies in the technology field that could grab their enormous, smartwatch-related business potential. Think for instance of the latest news that are now being displayed at the Berlin show "IFA". This all proves that wearable technologies are bound to record even more growth in the next future. There are various reasons why smartwatches have got such a large market potential. One of them is the deep market penetration of the smartphones in many countries along with a booming range of dedicated apps." While the international market keeps on expanding, a new partnership agreement has been recently established with the Istanbul-based company AKSOY BILISIM DIS TICARET A.S. (a leading firm in the ICT sector) for the distribution of *i'm Watch* in Turkey. The distributor is the*

exclusive partner of *i'm Watch* in Turkey and plans to enter sale agreements with the telephone company *Turkcell*. Osman Aksoy, the company's CEO, explains more about this sale agreement with *i'm Watch*: "The partnership between our companies aims at establishing *i'm Watch* capillary distribution all over Turkey thanks to a distribution strategy that involves three different approaches: **Turkcell phone stores, Apple sale points, and dedicated corners within Turkcell mono brand stores**. *Turkcell* is the leading mobile phone provider in Turkey, and the second largest in Europe by number of users with approximately 36 million subscribers that make up a quite worthy, and potential customer base. We will use Italian technology and design as the lever to promote and make the brand stronger in our country." Massimiliano Bertolini, Architect and *i'm Watch* creator together with Mr. Zanella, further comments the agreement and relative business strategy: "We are proud to work with *Turkcell*, which receives ongoing leadership and innovation acknowledgments. Our partner in this agreement has an extensive expertise in the distribution and sales of Made in Italy products. So, we are very confident that *i'm Watch* will be soon very popular also in Turkey as customers will be able to purchase it at the most important retailers in the country." This agreement belongs to a **broad-scope marketing strategy** implemented by *i'm Watch*. This strategy has yielded a **first, very positive semester** in terms of agreements signed and allows further positive expectations to the end of the year.

More about *i'm Watch*:

i'm Watch is a trademark of *i'm S.p.A.* – a company held by Manuel Zanella for 25%, Massimiliano Bertolini for 25%, and by *H-Equity* (a firm of Ennio Doris) for 50%. Manuel Zanella and Massimiliano Bertolini are Managing Directors; Edoardo Lombardi is the Chairman; and Maurizio Carfagna is a Director. *i'm Watch* is the first *smartwatch* ever. A new generation device, *iPhone* and *Android* compatible. With *i'm Watch* you can manage your *smartphone* directly from your watch via *Bluetooth* connection.

More about *Turkcell*:

Turkcell is a leading company in the field of GSM in Turkey, with 36.3 million customers. The company provides its high-quality wireless line to a large number of subscribers in Turkey and holds roaming contracts in 206 countries. *Turkcell* has been listed on the NYSE and the ISE stock exchange since July 2000 and is the only Turkish company listed on the NYSE.

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