

Wiko and Tinno join forces to become a major player in the mobile industry

After 7 years of close partnership, Wiko and Tinno announce their merger.

This move will strengthen Wiko's position even further to become a major worldwide player in the mobile industry. Wiko, the French smartphone brand, was founded in 2011 in Marseille. The adventure was born from a close collaboration between Laurent Dahan and James Lin, Chairman of Tinno Group. They combined their complementary skills to build a global success story, Wiko with its market expertise, consumer focused strategy, and unique sales organization, and Tinno with its industrial know-how and production capabilities.

Since then, Tinno has grown its expertise in R&D, engineering and manufacturing with 4 R&D centres and 2 production sites. While Wiko became established in more than 30 countries worldwide and entered into the TOP 5 smartphone brands in Western Europe.

Wiko has become a prominent partner in Tinno's global activity. For both companies, it was a natural step for Wiko to merge with Tinno Group to build an even stronger strategic partnership. The Marseille team, defining and developing the unique brand spirit, product experience, marketing and sales activities, will now benefit from reinforced support and increased agility from its Chinese colleagues.

The 2 leaders, and long-time friends, will be co-piloting Wiko, bringing the company to new levels. The new Wiko Leadership Committee is composed of President James Lin, Senior Vice President Laurent Dahan, Vice Presidents Michel Assadourian and Julien Heang.

Laurent Dahan states: "This merger synergises shareholder interest and industrial expertise. Tinno has been our partner since Wiko's creation, and we now have 30 million users in more than 30 countries worldwide. This new stage is essential to meet the needs and requirements of our consumers, by offering them a wide range of innovative products."

James Lin affirms: "Wiko is a dynamic brand which today has all the necessary assets to gain new consumers all around the world. The cooperation strengthened with Tinno will quickly allow us to cross a new frontier and will propel Wiko to an iconic brand worldwide."

Wiko will showcase its new releases during MWC 2018 in Barcelona. A press conference will be held Monday, February 26th at 4:00 pm, on Wiko booth (Hall 6 - Stand 6A30).

ABOUT WIKO

Wiko, the French mobile company, was founded in 2011 in Marseille in the South of France. Today it has 500 employees and operates in over 30 countries around the world. Wiko entered into the TOP 5 smartphone brands in Western Europe. Propelled by its success in the European market, the company has a growing international presence in Asia, Africa and the Middle East. Wiko is a member of French Tech, a government agency promoting digital innovation and creation.

ABOUT TINNO

Tinno Mobile Technology Corp. is an innovative company specialising in the development and manufacture of smartphones. The company, based in Shenzhen, P. R. China, was founded in June 2005. Tinno's products and business cover over 40 countries worldwide. Tinno has 4 R&D centres and 2 production sites representing a 300,000 M2 industrial park. Tinno now has more than 5,000 employees all over the world with an annual revenue of approximately 1 billion euro.

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