

## ACCESSORIES INSPIRED BY THE WEST COAST OF SWEDEN

### ABOUT US

We are a lifestyle brand and a Swedish fashion company that provides mobile accessories. Choosing to walk your own way is not always easy. But only by being true to yourself and your products you can achieve a success you can genuinely call your own. No matter where you come from or what language you speak.

The open scenery outside of Varberg, on the west coast of Sweden, has been a constant source of inspiration to us.

### CRAFTSMANSHIP WITH PASSION

Our philosophy is built on a commitment to craftsmanship. We carefully pay attention to details and materials.

### BRAND PROMISE

We shall enhance the modern life with more enjoyable accessories that balance design and function. We are fashionable, premium quality, affordable, functional, exciting and desirable.

### OUR TONALITY

The Holdit tone of voice is smart, inviting and emotionally intelligent. Of course with plenty of attitude. The visual language is inspired by Scandinavian style with a confident aura.

### CSR - FROM OUR PERSPECTIVE

We believe in transparent collaboration and an open, frank dialogue throughout the value chain. This spans from the producer to the end consumer. To support our undertaking, we work continuously to ensure that we and our producers live up to our high quality standards and that our work complies with social, environmental and ethical standards. By investing in CSR and quality work, we want to contribute to minimize the impact of our products on humans, wildlife and the environment.

### THREE LINES

We have three segments in our product range; Essentials, Style and Selected.

The **Essential Collection** provides you with necessary features without compromising on quality. It's as simple as that.

If you want to take your personal style one step further, the **Style Collection** is the way to go. This collection is constantly updated with the latest trends. Let your phone reflect your personality and stay stylish and pulled together down to every detail.

The **Selected Collection**, genuine and long lasting, is our premium collection. It is a premium collection of solid accessories where design, function and our commitment to great craftsmanship are in perfect harmony. The names of the products are inspired by the surroundings where we live, on the west coast of Sweden. Places very dear to us. It's close, endless and gives us a feeling of home and stability. It's everlasting.

### HISTORY

Holdit is marketed by Proove AB. Proove stands for proving yourself. When Leif and Joakim Andersson, father and son, founded Proove in 1998, customer value and high service was the biggest priority. They were convinced that customer satisfaction is the key to success. High product quality, good service and the attitude that anything is possible still permeates the company and is the foundation of our corporate culture that puts the customer's business in focus. Proove is a company to trust and who can withstand the test.

# holdit®