

PRESS KIT



CROSSCALL

THE BIRTH OF OUTDOOR MOBILE TECHNOLOGY



A unique French brand, global leader in connected mobile phones for the outdoors

Founded in 2009, CROSSCALL is a French company that develops and distributes mobiles and smartphones specifically designed for the outdoors. The brand was created to meet a strong and growing need that no traditional phone was able

to fulfil: tough, waterproof and durable mobile phones, with exceptional battery life and capable of keeping up with all lifestyles, even the most extreme.

Mobile technology designed to help you enjoy your outdoor activities to the full

In an increasingly connected world, with more and more of us living our lives on the move, technological expectations have never been higher, and mobile phones must adapt to their users' ways of life. Professionals, athletes, adventurers and travellers alike, all feel a need to use technology for their daily activities.

By developing phones suitable for use in hostile or unpredictable environments (water, rain, wind, dust, impacts) and capable of meeting even the most stringent requirements, CROSSCALL has created "outdoor mobile technology" - mobile phones specifically designed for intensive and prolonged outdoor use.

CYRIL VIDAL, founder of the outdoor mobile technology market



"CROSSCALL arose from a genuine practical need: high performance phones capable of adapting to modern lifestyles in the outdoors. The brand quickly found its audience, and CROSSCALL has become the global leader in smart technology for the outdoors."

Tired of being let down by phones broken and oxidised during outdoor use, Cyril Vidal created the CROSSCALL brand in 2009. Having worked in construction and steel, and with a love of

jet skiing and wakeboarding, Cyril Vidal embarked on the development of tough, waterproof and durable mobile phones capable of keeping up with his lifestyle.

CROSSCALL

A COMPANY ON THE RISE



Photo credit: Augustin Detienne / Capa Pictures

Record-breaking year-on-year growth

After launching its first mobiles in 2011, the company experienced rapid growth. From 2012 to 2015, turnover doubled each year and CROSSCALL twice received the prestigious **Deloitte Technology Fast 50** prize, which rewards fast-growing businesses that combine innovation and growth in high-tech

products. With a turnover of over 30 million euros in 2016, the company entered into the top 5 growth companies in France, reaching **no. 5** in the ranking established by **Les Echos / Statista 2017**.

DAVID EBERLÉ, telecoms specialist

In May 2016, David Eberlé, former CEO of Samsung Electronics France, became CROSSCALL Vice-President and Associated. The man behind the commercial success of Samsung in France joined the CROSSCALL adventure.



«After 16 years at Samsung, I felt that it was time for me to embark on a new professional adventure. CROSSCALL phones are designed for uses that no other conventional mobile can fulfil. I therefore firmly believe in the brand's potential and will do everything I can to help it conquer new international markets, through strategic partnerships with distributors, businesses and mobile operators.»

Growing success

In April 2016, the company won backing from investors and raised funds of 4.5 million euros from ACG Management with the aim of accelerating its international growth. Then in September of the same year, the company received 2 million euros from Bpifrance.

Growing from just four employees in 2012 to nearly 80 today, CROSSCALL has attracted talent from major international companies such as Samsung, Texas Instruments, Sony, SFR, Bouygues Telecom, Motorola, Decathlon, Publicis, and more.

A FRENCH BRAND

WITH AN INTERNATIONAL FOCUS



A highly diversified distribution model

The French company, member of the French Tech accreditation, has built its success on a diverse distribution model and won the confidence of major retailers and large operators alike.

Available in more than 12,000 retail outlets, the company distributes its phones through several channels:

- telephone operators: SFR, Bouygues Telecom and Orange
- Virtual operators (MVNO)
- Specialist high-tech brands: FNAC, Darty, Boulanger, etc.

Furthermore, the company's strategy also relies on original distribution networks that allow it to target athletes, outdoor recreation enthusiasts and professionals in the field.

CROSSCALL has emerged as a natural leader in:

- Sports stores: Decathlon, Intersport, Le Vieux Campeur, and more.
- Wholesalers of professional equipment: Saint Gobain Group, Loxam, Samse, etc.
- Corporate circles (BtoB): Vinci, Veolia, Geodis, Dalkia, etc.



2009

CROSSCALL founded by Cyril Vidal

2010

Signing of the first mobile distribution contract with Decathlon, confirming the market's need for specialist outdoor mobiles.

2012

Launch of SHARK, the world's first floating mobile, which quickly became a bestseller.

2013

Launch of the first range of smartphones, and agreements signed with major mobile operators.

HISTORY

AND KEY FIGURES



Strong international development

To intensify CROSSCALL's operations in Europe, sales country managers have been deployed locally to develop the different markets and champion the identity and values of the brand.

The aim is to adapt this French success story to these various markets, while taking into account the specificities of these countries.

To start, international agreements have been signed with operators and companies and deployed in the countries concerned.

Currently operating in more than ten European countries, the company aims to generate a quarter of its turnover abroad by the end of the year.



2014

Development of the brand with professional equipment wholesalers.

2015

International expansion, with a presence in three countries (France, Belgium, Switzerland). 1st prize at the Deloitte Technology Fast 50 awards in the Hardware and Electronics category.

2016

Launch of the TREKKER-M1, the very first Action Phone.
Strengthening of the brand's international presence, now operating in 10 countries.
1st prize at the Deloitte Technology Fast 50 awards for the second year running.
4.5 million euros of capital raised from ACG Management.

2017

Launch of the **TREKKER-X3**
The brand's flagship product.

¹: Ernst&Young figure 1987% growth between 2012-2015 // ²: 5th in the Les Echos / Statista ranking

WHERE HIGH TECH MEETS THE OUTDOORS



Keeping up with changes to mobile habits

The explosion of new technologies has significantly changed consumer behaviour and mobile use. There's an emerging need for new features to deal with regular and prolonged outdoor use.

This focus on the outdoors is the foundation of the CROSSCALL brand: designing phones to suit all lifestyles and new outdoor activities.

48%

of Europeans want their phone to be waterproof*

83%

of Europeans want a smartphone that can withstand shocks and falls*

35%

of mobiles are broken during the first year of use*

46%

of Europeans consider battery life an essential feature*

From professionals to everyday adventurers



RECREATIONAL ACTIVITIES

OUTDOOR ACTIVITIES

FIELD PROFESSIONALS

CORPORATE PHONES

CROSSCALL supports athletes and professionals working in an outdoor discipline. The CROSSCALL attitude is also shared by connected amateur adventurers and those who enjoy leisure activities in the great outdoors. The products are also attracting more and more explorers. As parents of daredevil teenagers, mums and dads need a smartphone that stands up to any test, including prolonged immersion in water, sand and even the sun.

The strength, waterproofing and battery life of CROSSCALL mobiles make them key allies for everyday life.

When it comes to professional use, companies increasingly need to equip their field employees with durable and reliable mobiles, with CROSSCALL finally offering a solution to problems in the field.

* Sources: YouGov - Dec. 2014 and <http://terrellcellrepair.com/> May 2016

WHEN THE OUTDOORS

BECOME A WAY OF LIFE

Strong growth in the outdoor recreation market

5.6
BILLION EUROS*

34 MILLION
PEOPLE*

92%
EQUIP THEMSELVES FOR
SAFETY REASONS*

The outdoor recreation market is booming. In France, for example, in 2015 alone it generated a turnover of 5.6 billion euros (money spent on sports and outdoor equipment).

Today, 3 out of 4 French people say they do an outdoor sport

or recreational activity at least once a year, equivalent to 34 million people. 14 million carry out this activity regularly (more than once a week). There is also the emergence of new sports disciplines such as trail running, Nordic walking, climbing, and standup paddleboarding.

Top 3 most popular activities



HIKING
15M*



CYCLING
15M*



SKIING
5.4M*

Outdoor activities, an increasingly connected market

Just like professional athletes, private individuals now own more and more new technological devices, used to monitor and analyse their performance. The growing number of mobile apps dedicated to sport is proof of this shift.

CROSSCALL has developed its own mobile app. The X3-SENSORS app is built directly into its smartphones.

And last but not least, safety is the primary reason for consumers to buy a mobile phone for their outdoor activities. For 92%* of them, safety is paramount.

Technological expertise specific to CROSSCALL

By investing in research and development, CROSSCALL has put innovation at the heart of its strategy, making feedback from its users and ambassadors a focal point of its research.

Faced with the increasing variety of different uses, CROSSCALL has successfully managed to make mobile phones the single interface between the user, their environment and their discipline.



* Source: Sports and outdoor activities survey carried out in France by the BVA institute in 2016

TREKKER-X3

LIVE THE UNEXPECTED

Live the unexpected

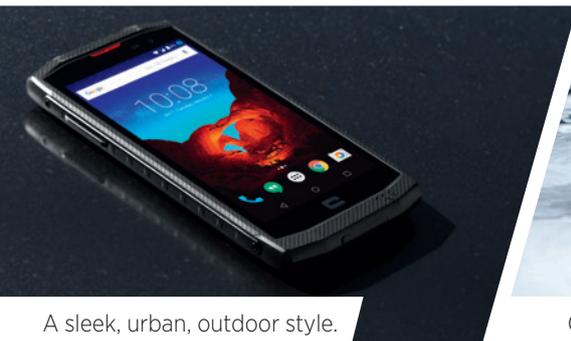
Where high-tech innovation meets outdoor recreation, the TREKKER-X3 is the ultimate smart device for the outdoors.

Though a device for everyday use, the TREKKER-X3 has also been designed so that you can enjoy your passion for the outdoors to the full. It encourages you to get out, to experience and share in nature's beauty. It prepares you to brave the elements and experience the unexpected.

Sleek design

With its sleek design, elegant lines, touches of metallic colour and high quality materials, the TREKKER-X3 is the perfect combination of a slimline urban look and an unapologetic outdoor style.

The side bars have been meticulously designed for optimum grip, and its rear safety clip means the TREKKER-X3 stands up to the toughest conditions.



A sleek, urban, outdoor style.



Optimum grip



Wireless charging



Wireless charging

Make the most of an innovative wireless charging method thanks to the induction charging system built directly into the phone's packaging. Connect your box to the mains and place your smartphone on top so that it charges.



Long battery life

A 3500 mAh battery. A power-saving mode that only uses the basic functions and therefore keeps the smartphone in use for longer.

There is a quick charge mode that charges 80% of the battery in less than an hour, as well as a wireless charging system built into the phone.



Capturing your emotions with 16MP

With its 16MP, its 2.0 aperture, its meticulous polished lenses and an autofocus designed especially for action shots, the TREKKER-X3's photo/video mode certainly lives up to its promises.

The front 8MP camera is ideal for taking memorable selfies.

The photo app is simple and easy to use, and its options and effects means you can quickly embellish the pictures you share.



Resistant to all types of liquid

Completely impervious to dust and dirt, as well as fresh, salt and chlorinated water, oil and other liquids. It has a certified IP rating of 67.

The glass-filled polymer structure of the TREKKER-X3 protects the internal electronics and includes silicon seals to guarantee complete flexibility and safety.



Programmable button

Particularly identifiable, the programmable button allows you to activate the camera, for example, with one hand, without having to remove your gloves.

It can be set to make an emergency call in the touch of a button.

Located in the middle of the device for easy handling, it is equally convenient for left and right-handed users alike.



A unique structure

The metal plate built into the TREKKER-X3 ensures its rigidity.

The TREKKER-X3's 5-inch screen is also protected by 0.7mm thick GORILLA Glass 4, which is sufficiently technical and solid to withstand scratches and is especially flexible for shock absorption.

OUTDOOR SENSORS

TO MASTER ANY TERRAIN



THERMOMETER



ALTIMETER



BAROMETER



ACCELEROMETER



HYGROMETER



GPS



SIGNAL STRENGTH
4G/WIFI



BRIGHTNESS



BATTERY
LIFE



SIGNAL STRENGTH
BLUETOOTH



PROXIMITY



COMPASS

The TREKKER-X3's built-in sensors

With its thermometer, hygrometer, barometer and altimeter you can measure the climate conditions, and anticipate what you'll need in terms of equipment, food and hydration supplies when out on a hike, for example.

An accelerometer, magnetometer, GPS and gyroscope will allow you to detect the most fleeting of movements or measure an entire journey.



A 100%

OUTDOOR APP



X3 SENSORS

The native CROSSCALL app

For you to read all the raw data gathered by the TREKKER-X3's sensors, CROSSCALL has developed the X3-SENSORS app, built into the smartphone. Beyond simply reading data, this app allows the user to better understand and analyse the values as well as their limits.



A RANGE OF TELEPHONES

DESIGNED FOR ADVENTURE



CROSSCALL designs various ranges of mobiles and smartphones that are all perfectly suited to hostile and unpredictable environments.

SHARK-V2

THE WORLD'S FIRST FLOATING MOBILE

In 2012, CROSSCALL developed the SHARK, the world's first floating mobile, which quickly became a bestseller. Today, version 2 of the phone, the SHARK-V2 is versatile, ultra-resistant and completely waterproof. Able to withstand prolonged immersion up to 1 metre deep, it is perfectly suited to lovers of water sports and people who work at sea.



TOUGH



WATERPROOF



4H30/8D
BATTERY LIFE



DOUBLE SIM



FLOATS





SPIDER-X5

THE 3G+ MOBILE THAT CAN WITHSTAND ANY TEST

The SPIDER-X5 features a 2MP camera and a 3G+ connection. Compact and powerful, it is not afraid of the elements.



TOUGH



WATERPROOF



7H30/13D
BATTERY LIFE



2MP



3G+
NETWORK

TREKKER-M1 CORE

TAKE IT OUT

When you love being at the heart of the action, it's important to get down to basics. An action phone like no other, the TREKKER-M1 Core offers all the technology you need to brave nature and venture into extreme situations.



TOUGH



WATERPROOF



20H/30D
BATTERY LIFE



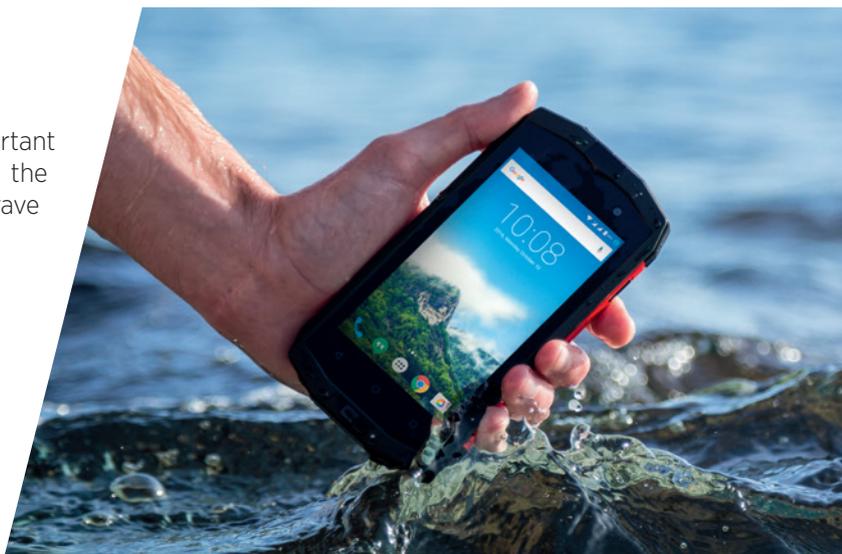
DOUBLE SIM



4G
NETWORK



8MP/2MP



TREKKER-M1

THE ACTION PHONE

Live your passion to the full with the TREKKER-M1. Its reinforced structure is packed with technology: Precision GPS, wet-touch screen and a 13MP/5MP camera to immortalise your most extreme adventures. Capture and share your emotions with ease.



TOUGH



WATERPROOF



15H/13D
BATTERY LIFE



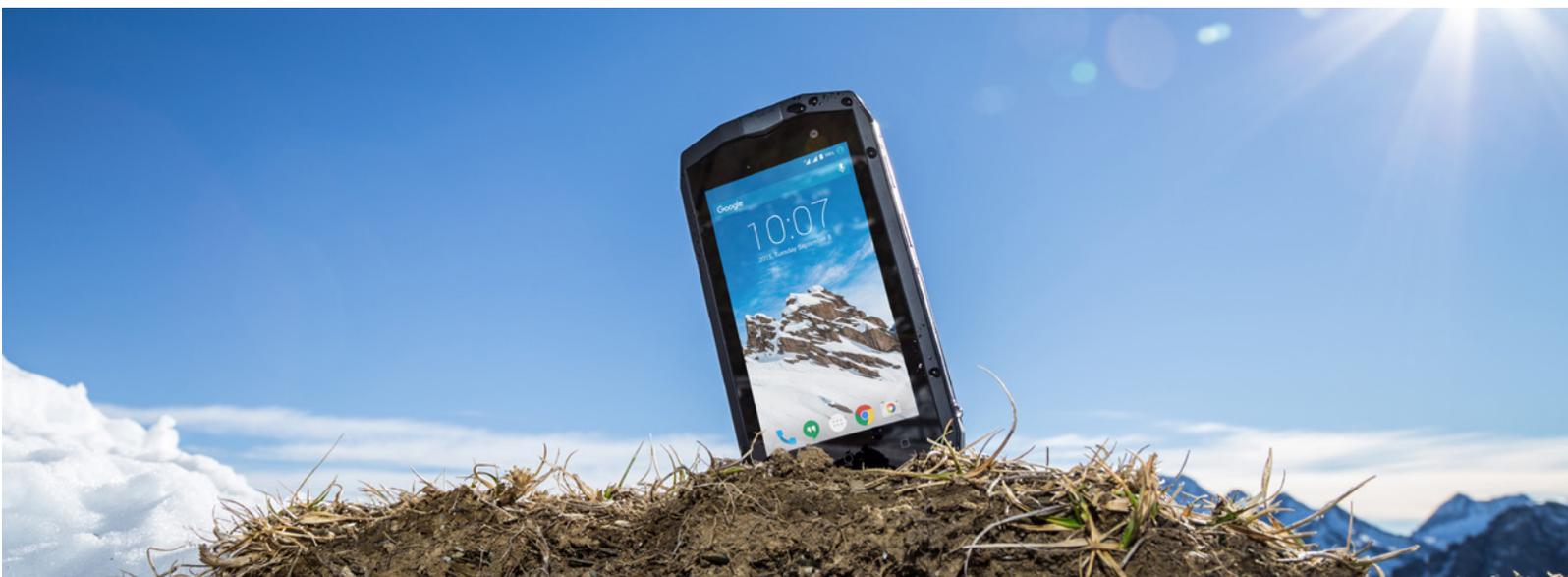
DOUBLE SIM



4G
NETWORK



13MP/5MP



INNOVATIVE ACCESSORIES

100% OUTDOOR



CROSSCALL has come up with an entire ecosystem dedicated to the outdoors, to support its users in each and every one of their adventures.

The brand has developed a rich and innovative environment that consists of a range of essential accessories to facilitate mobile use outdoors, while withstanding impacts, water and extreme conditions.



DOUBLE USB WALL CHARGER



DOUBLE USB CAR CHARGER



UNIVERSAL USB/MICRO USB CABLE



IPX6 WATERPROOF HEADPHONES



SCREEN PROTECTION TEMPERED GLASS

The CROSSCALL ecosystem also includes access to various services.

The SOS function sends an emergency call at a single touch of the programmable button. And finally, the phone's Android operating system provides access to over a million apps.



BIKE KIT

INNOVATION AT THE HEART OF USER EXPERIENCE

A community of enthusiasts backing the brand

CROSSCALL brings together a community of enthusiasts, athletes and lovers of the outdoors seeking mobile phones that can keep up with their lifestyles. They are devoted users, who interact with the brand and help improve it through their feedback.

Thanks to this active community of devotees, particularly across social media, CROSSCALL can continuously perfect its range of smartphones and accessories, by placing consumer feedback at the heart of product development.

CROSSCALL shares this passion for outdoor tech. with its users and interacts with its community at various international events.



Committed ambassadors

Since its inception, CROSSCALL has been supported by a team of ambassadors, including athletes and specialists of extreme conditions who use mobiles in their everyday lives and professional activities.

Today, 30 top athletes are part of the “Team CROSSCALL” and they share the values of the brand: perseverance, strength

and a love of nature.

Convinced by the quality of the products, all the ambassadors are fervent users of CROSSCALL phones. Their sporting activities require tough and durable phones that meet their specialist needs, as they challenge nature and brave the elements. Elements that are often hostile and extreme, such as snow, sea water, mud and the harshest temperatures.



XAVIER DE LE RUE
Freeride snowboarder
Two-time world champion



SÉBASTIEN CARBILLET
Parachutist
Member of team France



LAETITIA ROUX
Ski mountaineering
Ten-times world champion



OLIVIA PIANA

Stand Up Paddle
Vice World Champion

«I spend a lot of time at sea and my TREKKER-X3 comes with me on every journey. Through my phone, I can share my passion live with my followers, and it is also an excellent tool on which I rely to film my sport and educate my students.»



NICOLAS DUBREUI

Explorer/Adventurer
Polar guide

«I work six months of the year in the North Pole as a polar guide and the TREKKER-X3 is the only smartphone whose battery has managed to survive for several days at -30°. From that point on, I knew that CROSSCALL phones lived up to their promises in terms of resistance and battery life!»



CÉDRIC GRACIA

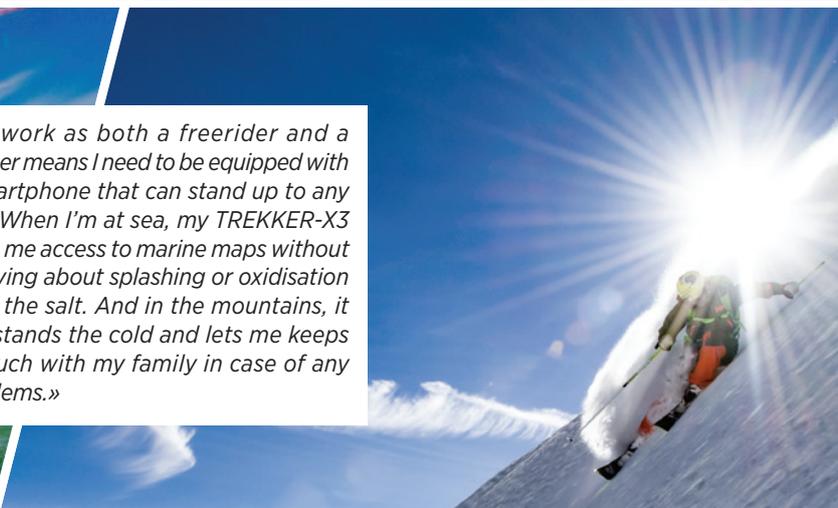
Enduro mountain biking
Medallist at the World Championships

«The TREKKER-X3 is the perfect ally for mountain biking. Installed on my handlebars or in my backpack, it allows me to track my route and monitor my performance, but above all it is a crucial part of my kit when it comes to safety»



AURÉLIEN DUCROZ

Sail and Ski
Skipper and World Champion freeride skier



«My work as both a freerider and a skipper means I need to be equipped with a smartphone that can stand up to any test. When I'm at sea, my TREKKER-X3 gives me access to marine maps without worrying about splashing or oxidation from the salt. And in the mountains, it withstands the cold and lets me keep in touch with my family in case of any problems.»



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CROSSCALL





PRESS AREA

*Download a PDF of the press release and HD visuals
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PRESS CONTACT

CROSSCALL

*Marion Chaparro
marion.chaparro@crosscall.com
+33 (0)7 84 37 72 26*

