

PRESS RELEASE

Berlin, September 4th 2015



WIKO announces its new product range at IFA 2015

Berlin, September 4th 2015 – Wiko, the second best-selling smartphone brand in France with 7 million users in more than 23 countries, has presented during IFA 2015 its latest products, all studied to deliver a unique experience of technology and design.

Always working to ensure the right balance between technology, design, quality and price, Wiko offers a wide range of products that covers all uses, from simple to more tech-savvy, so everyone can find a solution to suit his needs.

Smartphones that IFA visitors have the chance to experience are a mix of absolute news, updates of Wiko most popular models along with the big hero products launched this year, including HIGHWAY PURE, the incredibly slim 4G smartphone.

WHAT'S NEW

In the mid-range: all the smartphones included in this category are characterized by a trendy design along with useful features that can guarantee a great user experience.

SELFY 4G: Focused on you!

The 4G smartphone dedicated to self-portrait, with nothing more than 8 MP front camera with flash! The SELFY 4G will become your best press agent: not only your selfies will be bright and sharp, but the large viewing angle will enable you to capture large groups of people, while the unique Panorama feature will let you create your first panoramic selfies. Those selfies will always appear true to life on the 4,8" HD screen provided with AMOLED technology.

Contrasts are way more striking, the balanced brightness will be just perfect to watch your pictures and videos, whenever and whatever the weather conditions.



Featuring Android Lollipop, a quad-core processor, 8GB ROM, 1GB RAM, the SELFY 4G also has a micro SD slot to increase your storage memory up to 64 GB.

In the entry level range: a category that regroups super colored and fun smartphones, easy to use that suits also all the pockets. A leap into the most exciting smartphone experiences.

RAINBOW JAM 4G: Go with it!

This easy-to-use smartphone fitted with a 1.1 GHz Quad Core processor, Qualcomm® Snapdragon 210, runs Lollipop and it has 8GB ROM which can be increased to 64GB using the micro SD card. With a spot of spontaneity and a dash of 4G, the RAINBOW JAM 4G takes over the stage in 5" HD! A high definition 8MP camera, a choice of 5 colours and 8GB ROM which can be increased to 64GB. Naturally the RAINBOW JAM 4G is dual SIM to meet your every need.



RAINBOW LITE 4G: Back to basics!

The RAINBOW LITE 4G is powered by a Qualcomm® 1.1 GHz quadcore processor coupled with 4 GB ROM and 1 GB RAM, and it runs Lollipop for a smooth 4G navigation experience. From a practical perspective, its dual SIM and micro SD to increase your storage memory up to 64 GB round off this minimalist yet effective design. It comes equipped with a 5 megapixel main camera and 2 megapixel front camera. Pose, snap and share! Your RAINBOW LITE 4G offers a multimedia experience filled with emotion, whatever the conditions.



RAINBOW UP 4G: Higher & Higher

The RAINBOW UP 4G has accepted the challenge to surpass the famous RAINBOW 4G. Besides its 5-inch HD display and choice of vibrant colours, the RAINBOW UP 4G leads the way with its 1GHz Quad-Core processor, punctuated by the rhythm of its OS, Lollipop camera with SONY sensor, 5 megapixel front RAM, dual SIM and micro SD slot to increase GB, make way for the RAINBOW UP 4G!



8 GB ROM and 1 GB RAM, all 5.0. With its 8 megapixel main camera. With 8GB ROM, 1GB your storage memory up to 64

SUNSET 2: Sweet light of yours!

With its 4-inch display, 1.3 GHz Dual-Core processor, 4 GB ROM, the SUNSET 2 has the perfect combination to allow you communicate and share with ease. In addition to its dual SIM and micro SD slot to increase your storage memory up to 64 GB, this practical and fun smartphone also has a 2 megapixel main camera and 1.3 megapixel front camera – perfect for an introduction to the art of the selfie!



LENNY 2: Always on my phone!

The LENNY2 has an amazingly comfortable 5" screen to dazzle you with its powerful 1.3 GHz Quad Core processor. As well as a 5MP camera, it also has 4GB ROM which can reach 64GB with the micro SD card: everything you need to enjoy the many functions on this easy-touse, dual SIM and colourful smartphone. With a 1.3 GHz Quad Core processor, 4GB ROM and a dual SIM slots, the LENNY2 has everything you could wish for, especially entertainment! The LENNY camera Capture your magical moments, good times and off-the-wall shots on the 5MP main camera and 2MP front camera. Unleash your inner rock star, strike a pose and make your mark!



2015...A YEAR OF HEROS

From the beginning of the year Wiko introduced two of its top-level products; high quality performances and top design, are the ingredients that make those smartphones the best option when talking about tech.

HIGHWAY PURE: Slimmer than ever

The world's slimmest 4G phone, measuring just 5.1 mm and weighing in at just 98 grams, the HIGHWAY PURE is a powerhouse of essential elements, offering smooth 4G navigation engineered by a 1.2 GHz quad-core processor and a 4.8-inch HD screen illuminated by AMOLED display technology. Power and elegance discreetly an absolutely unique 4.8-inch unite, producing smartphone.



HIGHWAY STAR: Sky's the limit

Weighing just 123 grams, the HIGHWAY STAR's 1.5 GHz octa-core processor and high graphic performance will take you on an incredible multimedia adventure. And that's not all, the HIGHWAY STAR also comes with a 13-megapixel main camera and 5-megapixel front camera – with flash if you please! Naturally, the HIGHWAY STAR also steals the show with its sleek look. Extremely lightweight and clad from head to toe in aluminium, it offers smooth 4G navigation and sublime performance with Android OS, KitKat and very soon Lollipop. You just won't be able to live without it.



At the same time, the family of mid-range smartphones have been enriched with some of the best performing devices, characterized by a thin body and a super powerful tech 'heart'.

RIDGE 4G: Get ready for more

Weighing just 125 grams, the RIDGE 4G is one of the lightest smartphones in its class. Its slimline design provides superb usability.

Ultra light, elegant and easy to use, it is a 1.2 GHz Qualcomm® Snapdragon™ processor and also equipped with a 13-megapixel camera.

The 5-inch HD Full Lamination display is fiercely protected by Corning® Gorilla® Glass 3. A highly responsive touchscreen providing smooth, controlled navigation with fewer scratches and increased shock resistance makes the RIDGE 4G the ideal companion to take along, wherever you go. With 16 GB ROM, 2 GB RAM, great responsiveness and the ever-practical option of dual SIM or micro SD for more storage, the RIDGE FAB 4G: Get ready for more

With its large 5.5" HD Full Lamination display by Corning® Gorilla® Glass 3, navigating is incredible responsiveness and real anti-scratch phablet. Offering fluidity, control and RIDGE FAB 4G will take you wherever you want an eye. With its top quality lens and Philips FAB 4G's 13-megapixel digital camera will take even in the most extreme conditions! Your sensation. And so will your selfies – with its 5-megapixel front camera, if you take a bad shot, you won't be able to blame your RIDGE FAB 4G.

Wiko
Game changer.



RIDGE 4G is an

fiercely protected easier. It provides protection for your interactivity, the to go, in the blink of flash, the RIDGE superb photos, photos will cause a



ABOUT WIKO

In only three years, Wiko has become the No. 2 smartphone vendor in France*. With 7 million users over more than 23 countries, Wiko's popularity continues to increase worldwide, more and more each day. And this is just the beginning. Launching both an international brand campaign and the HIGHWAY PURE, a super thin 4G smartphone, Wiko definitely asserts its "game changer." position.

*by volume according to data from the GfK institute from January to December 2014

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