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XPLORA BECOMES OFFICIAL CHILDREN'S SMARTWATCH SUPPLIER OF THE HUNDRED

Europe's leading smartwatch company for kids is teaming up with The Hundred to get children active this summer.

Xplora today announce a multi-year deal to become the Official Children's Smartwatch Supplier of The Hundred.

The technology company was founded in 2017 to help children enter safely

into the digital world and having a better balance between screen time with physical activity.

The Xplora watches are ideal as a first phone allowing children to make and receive calls to a list of approved contacts, send messages and emojis and even take photos. The innovative Goplay platform encourages children to be more active by rewarding steps taken with Xplora coins (every 1,000 steps is equal to 1 Xplora coin) which can be redeemed on the platform for physical prizes and also can take part in competitions.

Xplora will launch a new The Hundred themed Goplay campaign in the lead-up to the tournament, throughout which kids across the UK can compete both individually and as part of a favourite team.

The Hundred launched last summer to packed crowds across England and Wales, exciting cricket fans new and old with its innovative mix of high energy sporting action and epic entertainment.

In addition, The Hundred and Xplora will give away 100s of Xplora smartwatches to children across England and Wales through competitions and promotions this summer.

Inspiring more children to pick up a bat and ball is a key objective of cricket's newest competition. Over 105,000 children played All Stars and Dynamos Cricket in 2021 during a record-breaking summer of participation. Dynamos Cricket, linked directly to The Hundred, introduced kids to the game and gave participants experiences such as a coaching session on Lord's Nursery Ground.

The Hundred is committed to opening cricket's doors to all those that want to play the sport, regardless of their gender, ethnicity, background or ability and last summer's All Stars and Dynamos programmes saw 27,000 girls, 13,000 children from ethnically diverse backgrounds, and over 3,000 disabled children pick up a bat and ball.

James Brown, Senior Commercial Manager of The Hundred said: "Xplora and The Hundred are perfectly placed to help children across the country to get active this summer.

“Last year saw more kids playing the game than ever before, and we look forward to working with Xplora to build on this momentum, using The Hundred to inspire even more young people to pick up a bat and ball in 2022.”

Sten Kirkbak, Founder and CEO of Xplora: “We are proud to partner with a competition that promotes healthier lifestyles and social engagement among children. Our mission drives us to keep finding new ways to keep kids active and create healthy habits in this changing, digital world. Establishing a partnership with such a great tournament such as The Hundred is an important step towards our vision of enabling children to experience how their everyday activities can make a positive change in the world.“

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Promo video for use on websites: https://youtu.be/MN18hS7Wut0

About Xplora:

Xplora is a platform and services company and an industry leader in the market for children’s smartwatches. Xplora was founded to give children a safe onboarding to the digital life and a better balance between screen time and physical activity. Xplora’s vision is to enable children around the world to experience how their everyday activities can create value and make a positive change in the world. The company is headquartered in Norway with operations in leading European markets. Xplora is listed on Euronext Growth under the ticker symbol XPLRA.

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