

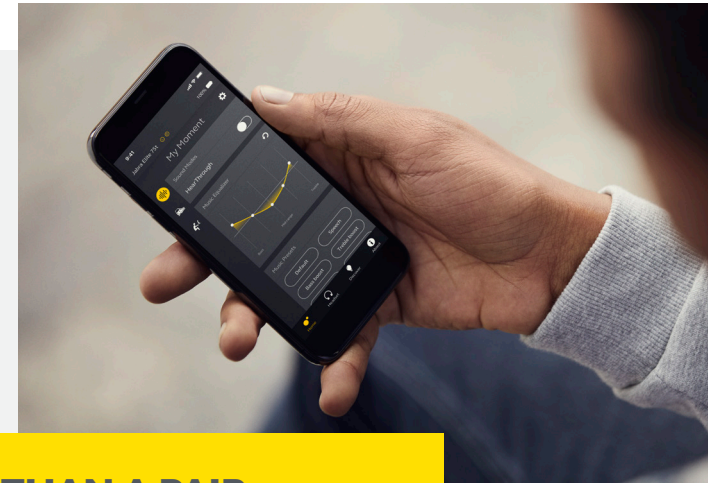


**JAKOB HAGEMANN**  
SENIOR SOFTWARE PRODUCT MANAGER

At Jabra, every pair of headphones we create – although they're the same when they leave the assembly line – has the power to become completely unique because of our industry-leading personalization technology. We like to think of it as your signature sound, by Jabra.

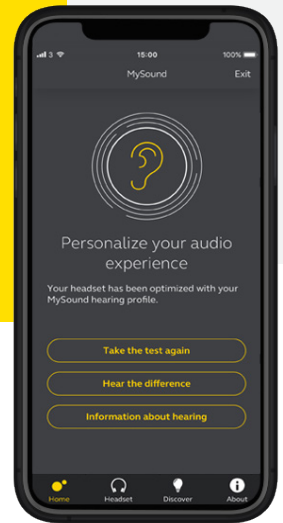
**FORWARD-THINKING**

Every pair of Jabra headphones is expertly engineered to sound incredible as soon as you take them out of the box, but we also know great sound is subjective. That's why we invest so heavily in developing game-changing personalization options, and why we then make them available to all our users, completely free of charge, via our intuitive Jabra Sound+ app.



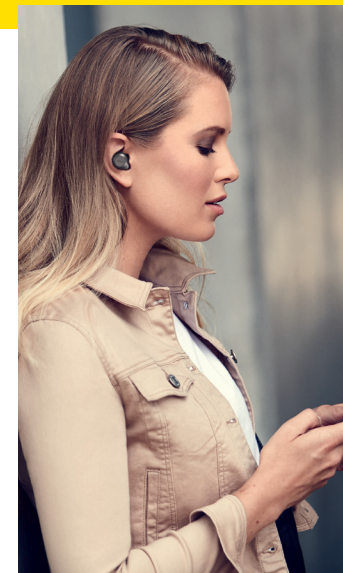
**MORE THAN A PAIR OF HEADPHONES**

We have one of the best portfolios of personalization options in the industry, including MySound for music tailored to your hearing, MyControls for personalized button functions, MyFit for finding the optimum earbud seal, a customizable equalizer, headset naming and even options for tailoring quick access sound modes.



**PERSONALIZED**

Everyone is unique, from our favorite song to our favorite running route, so we know that when it comes to your headphones, 'one size fits all' isn't good enough. We've developed a portfolio of personalization options that puts you in complete control of everything about your headphones, from how you enjoy your music, to how you stay in touch with loved ones, even down to how you actually use them.



**FUTURE-PROOF**

This process ensures we keep our users at the forefront of our minds throughout the design process, creating products that not only look great, but fit beautifully, are extremely comfortable, and perform exactly as they should.