

VERTU

PARIS

22^{ÈME}
ANNIVERSAIRE



VERTU previous collaborations, include amongst others, Bentley, Ferrari, Boucheron, Binance, and other world know brands

VERTU is an 18th-century word meaning an item created from precious materials often for a practical purpose.

Established by Finnish mobile-phone manufacturer Nokia in 1998, VERTU was the pioneer and Godfather of the luxury smartphones industry. To this day, VERTU is the world's only truly luxury mobile phone and a leading brand and retailer of luxury handmade mobile phones and products.

The team of specialists began work on a program of research and development with the objective of creating the world's finest mobile phone. A unique 'no boundaries' working environment at VERTU ensured that the design and engineering teams created and continue to create government pieces that form the VERTU Collections.

With three distinct collections – Signature, Ascent and Constellation – VERTU uses innovations in manufacturing technology with traditional craftsmanship, assembling each phone by hand.

The VERTU product portfolio is complemented by class leading dedication to lifestyle assistance and enrichment. As the evolution of the mobile phone continues, VERTU is at the forefront of delivering tailored, luxury services direct to a mobile handset.

VERTU's original concept was developed by Frank Nuovo

- Most people think VERTU phones were Nokia phones encrusted with diamonds. Not so: apart from some standard electronic components inside, VERTU's were original designs. Aside from a one-off bejewelled Boucheron model offered at £1m, almost every VERTU was made of stainless steel and titanium, and quite restrained on the bling.
- VERTU was to be made in LA using materials scientists from the local aerospace industry. The UK launch team included a rocket scientist and materials specialists recruited from F1 racing
- Several VERTU engineers and a key marketer were hired by Apple for the original iPhone project and some of its Church Crookham developed materials expertise in glass, sapphire and rubber was used in the iPhone and iPad
- Apple's design chief, Sir Jonathan Ive, and its marketing boss Phil Schiller were admirers of VERTU. They particularly liked the English company's obsession with engineering detail. For example, VERTU's tradition of intricate engraving on the underside of the phone's battery cover was straight from Steve Jobs' playbook. He too loved beautiful hidden parts of products.

The VERTU started its journey in 2000s, within the scope of creating and defining 'Luxury' in the mobile phone industry, prevailing at the time. Today VERTU brings the definition of luxury to the highest level, through 'Privacy is Luxury'.

In March of 2017, a transaction was concluded for new ownership of the Vertu Group of Companies. At the time the Group companies were owned by a Hong Kong Entity 'Godin Holdings Ltd.'

All of the Vertu Companies structured under the umbrella of Vertu Corporation UK, were restructured and transferred to Vertu AK France, which become the parent company for all of the Vertu Companies and subsidiaries, and the global Head Quarters and Parent to the Vertu Group of Companies.

Vertu's global operations are run and managed by the French Holding Company, who is also the proprietor and owner of the Global Trademark VERTU.

We are Vertu AK France, a company registered in the Paris Commercial Trade Register under number RCS Paris : 824 391 437 00012 and TVA: FR 49 824391437.

We are the Parent company, and owner and sole shareholder of all Vertu Companies 2001 - 2023 including Vertu Corporation Limited UK^{*1} ; Vertu Operations Limited UK, Vertu Hong Kong Ltd^{*}, Vertu Russia, Vertu Manufacturing BG, and Other subsidiaries.

WE ARE THE RIGHTFUL REGISTERED TITLE HOLDER AND OWNER OF ALL VERTU TRADEMARK FOR APPLICABLE NICE CLASSIFICATIONS, AS REGSITERED WITH EUIPO (EUROPEAN UNION IP AND TRADEMARK REGISTRATION OFFICE)

¹ * Certain companies have been placed under voluntary winding up as part of the restructuring.

VERTU HIGHLIGHTS:

- Feb 1998 Inspired by the world of watches and fine jewellery, Frank Nuovo starts to sketch the ideas for his vision for the world's finest mobile phone
- Oct 1998 VERTU is founded (meaning: 'a love of, or taste for, fine object d'art)
- Jun 2000 A wide ranging team of specialists start work in secret. **VERTU is established.**
- Mar 2001 The production process for sapphire crystal is perfected creating the world's largest piece of cosmetic sapphire crystal at 69.25 carats. Forming the face of the Signature handset, this gives a level of clarity and durability never previously seen on a mobile phone
- Aug 2001 The use of ruby bearings beneath the number keys is granted a patent in its own right
- Oct 2001 The VERTU Signature is granted a hallmark by the Swiss Assay Office – the first electronic product to do so
- Jan 2002 VERTU Signature is launched, the first luxury mobile phone to come to market following four years of research and development and the first mobile phone to feature a dedicated lifestyle assistance button; VERTU Concierge instantly connects the user to a team of experts with a global wealth of knowledge, experience and contacts
- Sep 2002 The very first VERTU Concierge request is made – a bouquet of flowers on behalf of a client in Singapore
- Jun 2003 The new technique for lighting a phone keypad using light shining through laser holes is granted a patent
- Jul 2003 VERTU opens its 50th retail location
- Jan 2004 The second collection, VERTU Ascent, is launched
- Aug 2005 Carbon Fibre is used on a phone for the first time, with the launch of the VERTU Ascent Motorsport Edition
- Jun 2006 The third collection, VERTU Constellation is launched with the world's first ceramic keypad
- Sep 2007 Ascent Ti – the next generation of the VERTU Ascent collection is launched featuring Fortress, a service providing unparalleled security for the user, automatically backing up all calendar and contact information to ultra-secure servers
- Mar 2008 VERTU exceeds 500 points of sale
- Sep 2008 The new Signature is launched featuring VERTU Select – the first mobile service delivering luxury information, news, reviews, recommendations and exclusive content direct to the handset
- Dec 2008 VERTU creates a one-off handset to celebrate the 150th anniversary of the house of Boucheron
- Mar 2009 VERTU introduces exotic skins and coloured ceramics on its Constellation handsets. The V Collection of accessories is also showcased for the first time at the Baselworld show

- Sep 2009 Constellation Ayxta, VERTU's first fold-phone is launched, including VERTU's City Brief service for the first time. Automatically adapted to the user location, City Brief is a digest of highly tailored essential information, current recommendations and local protocol, with specific relevance to VERTU users
- Apr 2010 VERTU deploys aerospace grade aluminium for the first time in the creation of a full handset casing with the launch of the new Ascent Aluminium. Also available in forged titanium, the new Ascent features a design inspired by icons of power, speed, performance and technologies such as stealth
- Oct 2010 VERTU launches its first smartphone, Constellation Quest. This qwerty device combines an unparalleled luxury services offering with the latest business tools, presented with VERTU's unmatched attention to detail in design and materials
- Mar 2011 VERTU launches its Global Art Commission. The first artist is Richard Wilson's piece 'Hold the Line' unveiled at the Saatchi Gallery.
- Jun 2011 VERTU launches it's Carbon Fibre version of the celebrated Constellation Quest Smartphone.
- Nov 2011 VERTU releases their first touchscreen smartphone the Constellation in London.
- Jan 2012 VERTU releases the second collaboration with Ferrari with a version of the Constellation Quest.
- April 2012 VERTU releases the Constellation Candy, different coloured variants of the touchscreen smartphone

Bentley®

The ultra-luxurious carmaker Bentley teamed up with VERTU to produce a series of luxury smartphones. The two firms signed a five-year working contract with each other, and delivered a range of luxury devices during the period.

The Signature Touch in plain leather was priced at \$9,000 and goes up all the way to \$19,000.

Buyers get a choice of eight leather colours and 16 stitching options to customise the smartphone.

The smartphone bundled an exclusive Bentley app, which gives buyers access to exclusive content and events.



Ferrari®

VERTU's tie-up with Ferrari was part of a wider partnership, with VERTU sponsoring two Ferrari motor racing cars under the Team VERTU Racing banner.

The partnership created a series of exclusive edition devices limited to just 1,947 handsets, in a homage to 1947, the year Ferrari first began producing its world-famous cars.

The VERTU Ascent Ferrari 1947 Limited Edition series were sold in exclusive stores, for around \$6,000 (£4,000).

The limited edition devices were encased in the same red and black leather Ferrari uses in its cars, while the reverse of the phone features a scaled down version of a Ferrari brake pedal made from the original materials.



Boucheron®

In a joint venture with the 150 year old high end Parisian Royal Jewellery and watch maker Boucheron, VERTU created the world's first High Jewellery limited edition cell phones out of gold and precious stones.

This collaboration continued with the 150th anniversary celebration with a new line of 7 VERTU mobile phones inspired by Boucheron's High Jewellery "Enchanting Boucheron" anniversary collection. There are only eight pieces of the Cobra model in rose gold set all round with rubies and a pear-cut diamond and emerald eyes.

Entwined around a rose gold case, the Python model, a serpent set with multi-coloured sapphires, diamonds and two sapphires, will be brought out in 26 pieces, as a reference to the famous jewellers address, 26 place Vendôme. The devices were sold faster than VERTU could make them for \$338,500.



Jun 2017 VERTU releases the Constellation X different coloured variants of the touchscreen smartphone.

Jun 2017 VERTU releases the Signature S, with proprietary new Operating System.

Jun 2020 VERTU Updates Constellation X OS Android 10 & Signature S

Nov 2023 VERTU Constellation X - Ulm™ 22ème Anniversaire - Edition Limitée, the world first and only luxury Secure mobile phone

Feb 2024 VERTU Constellation X - Ulm™ 22ème Anniversaire - Edition Limitée, the world first and only luxury Secure mobile phone

CORPORATE

From 2017 July onwards under new ownership and patronage, and consolidating under the VERTU AK France corporate umbrella, VERTU Corporation UK and its subsidiaries have undergone a series of corporate restructuring and reorganisation.

VERTU AK France RCS Paris France is parent of the VERTU Group of Companies, and owner of all VERTU Corporation legacy companies, and together with the know-how, pedigree and heritage.

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VERTU AK France

RCS ville suivie du n°Siren : 824 391 437 00012

TVA intracommunautaire : FR 49 824391437



VERTU Paris the owner and proprietor of the VERTU™, amongst others, VERTU EUIPO registration EUIPO VERTU 002486603, EUIPO VERTU 009074469, EUIPO VERTU 010011963, EUIPO VERTU 012210175, EUIPO VERTU 012224689, including the first and original VERTU™ 002486603 filed on 2001-12-03.



VERTU™ is the sole mobile phone manufacturer with the VERTU Trademark, registered with the GSMA, the GSM Association



VERTU is registered with ETSI the International Organisation in the field of information and communications.



VERTU Mobile Phones use Authentic and Licensed Android OS.



VERTU uses only CITES Compliant Materials



VERTU has its products registered with EC/CE 0168 European common standards for manufacturing, 0168 is the standard used for mobile communications devices, such as smart phones and tablets.



USA – EMC, Safety certification & FCC Part 15 Subpart C §15.255, IC RSS-210 issue 8 (DXX Low Power Communication Device) Canada, Australia, New Zealand - EMC certification; Radio Department of the CSIA Japan - Telecommunications Bureau within the Ministry of Internal Affairs and Communications

VERTU is member of the Society of Commerces et services de l'audiovisuel, de l'électronique et de l'équipement ménager France (Audiovisual, electronics and household equipment shops and services Society, France)

VERTU

PARIS

Quality & Continuity Guarantee

The authenticity of Vertu products are guaranteed by Exclusive Guarantee for the Purchaser by Vertu AK France.

An Unequivocable Guarantee that authentic Vertu Products are of European Union Origin, in compliance with EU directives and are of European Artisanal Craftsmanship.

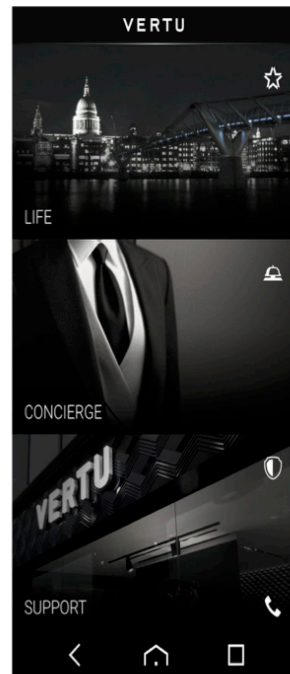
An unequivocable Guarantee to all Vertu Heritage Customers and owners to Service their legally purchased legacy products.

An unequivocable Guarantee to all Vertu Heritage Customers and owners to provide them with Concierge Service.

An unequivocable Guarantee to all Vertu Heritage Customers and owners to Service their legally purchased products; In circumstances where such service is no longer possible, to provide most suitable economic conditions for exchange to a new Generation of Vertu Products.

An unequivocable Guarantee to all Vertu Heritage Customers and owners to provide them with those services as committed to by Vertu at the time of their purchase.

Always check the Manufacturer Certificate of your Product. From 2018 onwards, if your product does not have Vertu AK France Certificate with an authentic Vertu Trademark, you may have purchased a counterfeit product.



*More Information in respect to **Service – Repairs & Maintenance, Legacy Products Warranty, Concierge Services** and Ancillary services such as email and others will follow shortly.*