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## **Danish repair business gets Apple's approval to enter the US market**

**They fix your broken screen during lunch and save your computer from a sure death from drowning, using only authorized Apple trained personnel and original parts. This concept has proven to be so successful for StayOnline in Denmark - that the Danish IT company is expanding into a new and bigger market. The first StayOnline repair shop will open in the United States in January 2020.**

Operating for around two years on the Danish market, StayOnline has been very successful in solving one of modern man's biggest problems - broken IT. In less than two years, the company has grown to six repair shops across the country and is now ready to expand beyond Danish borders.

Whether it's a phone dropped on a hard surface, or a morning coffee that has been spilled on an expensive laptop, the customers come knocking on StayOnline's doors. In the Apple-authorized IT repair shops, they repair everything from smartphones to tablets, laptops and more, catering to both private and business customers. It is the growing need for IT-repairs, which has helped to secure a steady increase in business for the otherwise young company.

### **Apple paves the way: 200 new stores across the United States**

These needs also apply to similar markets outside Denmark, such as the United States. And given the size of the US, this means more people and more repairs. Therefore, StayOnline expects to open repair shops in up to 200 locations across the US. This is possible as Apple has invited and approved StayOnline's entry into the US market. StayOnline's first store will open in Louisville, Kentucky in January 2020 and the journey will continue from there.

The US market is particularly interesting for StayOnline as it is Apple's home market. Apple is said to be in the top ten list of the world's biggest and most protected brands and doesn't just let anyone cooperate in their name.

CEO of StayOnline, Jens Due comments: *"StayOnline is extremely proud that Apple finds our concept so interesting that they want us on the US market. Because of this, Apple and StayOnline have signed a cooperation agreement making StayOnline an Apple Authorized Service Provider (AASP) on the US market"*.

### **A satisfying partnership for Apple**

Becoming an Apple partner, and then being invited to play on their home turf, doesn't just happen overnight. It is the result of hard work. So how does one get the attention of a brand like Apple?

Jens Due explains: *"Apple has been particularly impressed with our marketing, the design of our service shops, and our, " We think retail "mindset, our IT system in which we have integrated an advanced reporting tool for B2B customers, and not least our customer satisfaction, which is very high."*

*"StayOnline has within a short period of time proven, that both our embedded service concept and our brand service shops deliver a very high quality. Apple is impressed with that "*concludes Jens Due