



**LIFEPROOF**

## **About Otter Products**

Otter Products includes two industry leading protective solution brands, both with a core emphasis on mobile handheld technology.

OTTERBOX is the #1 selling protective phone case brand in the U.S.A. and increasingly offers an expanded product lineup in the outdoor gear category.

LIFEPROOF is a globally recognized waterproof case pioneer that has grown to offer a product lineup which increasingly caters to those who live an active lifestyle.

With offices in Colorado (HQ), Hong Kong, San Diego and Cork we collaborate globally to deliver the best, but like our namesake Otter, we work hard and play hard together.

OtterBox began like many start-ups – built on a dream, created out of a garage in the US. Starting with something as simple as a waterproof box, OtterBox, created in 1998, was built upon the fundamentals of hard work, risk taking and listening to our consumers. It's through our commitment to innovation that we've become what we are today.

We imagine, design and build extraordinary products that enhance life on the go and protect what matters most. They allow people to enjoy extraordinary moments and everyday ones too — without worry. Always ready for action, OtterBox inspires people to do all that they do with a dash of daring. In fact, our cases are dedicated to all the klutzy, spontaneous, chaotic, graceless individuals who have broken a device or valuable due to their active lifestyle because, just like our customers, we've been there too!

## **About OtterBox APAC**

OtterBox Hong Kong opened its office in April of 2011 and is the regional headquarters to support expansion throughout the Asia-Pacific (APAC) region. OtterBox technology cases are hugely popular in APAC for their innovative and versatile styles, all with underlying rugged protection.

OtterBox products are available for purchase at local retail outlets in over 13 countries in the Asia Pacific region, and a wide range of products are available online directly from OtterBox website.