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Talking Excellence

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## Alcatel Mobile Appoints Eurostar Global Electronics as Official Distribution partner in the UK.

Alcatel Mobile, Incorporated in Hong Kong as part of TCL Communication Technology Holdings Limited designs, manufactures and markets an expanding portfolio of mobile and internet products and services worldwide. The company portfolio of products is currently sold in over 160 countries worldwide.

### **Eurostar Global Managing Director Peter Carnall commented:**

Eurostar is thrilled to partner with Alcatel Mobile and as the Eurostar business looks to bolster its branded portfolio of products to its customers, the future growth of Eurostar is in working with partners that have a strength in not just mobile, but in wearables and connected devices. Alcatel products appeal to a vast range of users and are backed by a trusted Tier 1 manufacturer. As a business, we are highly focused on building lasting partnerships of value to the brands we choose to work with and we welcome Alcatel Mobile to the Eurostar portfolio.

Steve Hankey, Head of Commercial and Vendor Management at Eurostar Global added, Alcatel is a highly respected brand in the UK in both B2B and Retail channels – Its diverse product portfolio consisting of mobile, tablet, and mobile broadband further enhances Eurostar’s already significant offering out into the channel.

Alcatel Handsets will be available from Eurostar Global in early December

## ENDS

For all media information, photo-opportunities and images, please contact:

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### Notes to editors:

- Eurostar Global is a growing SME which promotes, distributes and supports leading manufacturer brands of wireless consumer electronics and accessories in the UK and across the globe.
- Established in 2007 and based in Newcastle-under-Lyme in Staffordshire, the company currently employs over 60 full-time staff and achieved a turnover of £103m in 2019/20..
- The company values of common sense, fairness, trust, transparency, confidentiality, honesty and integrity form the ethics on which all business partnerships are built, with the aim of establishing Eurostar Global as the leading UK and international distributor and online retailer for branded wireless devices.