



 x-doria™

DEFENSE™

AGENDA

- **Who we are**
- Product Range
 - Protection for Smartphones
 - Protection for Apple Watch & AirPods
 - Charging & Power Solutions
- Marketing support
- Social Media & Influencer Impact

A city skyline at sunset, with a semi-transparent text box overlaid on the right side. The text box contains the title 'Who We Are' and a paragraph of text. The background shows a city skyline with several tall buildings, a power line tower on the left, and a large industrial building in the foreground. The sky is a mix of orange and grey, suggesting a sunset or sunrise.

Who We Are

Based in Santa Monica, X-Doria specializes in providing thoughtfully designed products for Apple iPhone & Watch, Samsung Galaxy and more. X-Doria is always pushing the boundaries of innovation, materials, and design. Our focused approach allows us to track rapidly changing style trends, and respond with the best, fashion-forward accessories possible.

PRESENTING X-DORIA BRANDS

DEFENSE™

Created with the intent to make protection stylish and practical, Defense was founded on three simple principles:

- **Protect consumer devices for everyday use**
- **Design a premium look that stands out**
- **Utilize unique materials to enhance the product**

Defense has grown considerably since its inception in 2015. More than doubling its market share in the last 12 months, Defense continues to outperform its competitors and grow its space in the retail world.



From humble beginnings in 2011, X-Doria has continued to deliver what consumers want:

- **Great products with stylish designs**
- **Products at a reasonable price**
- **Products when they need them – on time for launch**

While X-Doria has transformed over the last 8 years, the core principles have remained the same...and X-Doria has continued to deliver.

5 BENEFITS OF WORKING WITH X-DORIA

1

- Never miss a launch.

- Over the last 5 years of our presence in Europe we have always delivered our partners way before device launches

2

- Product differentiation

- With our drop protection Defense (Aluminium range) or Defense 360 (front back protection) range for example.

3

- Real partnership

- We work with our customers to provide consumers the best solutions...and help our partners when needed

4

- Access to decision makers

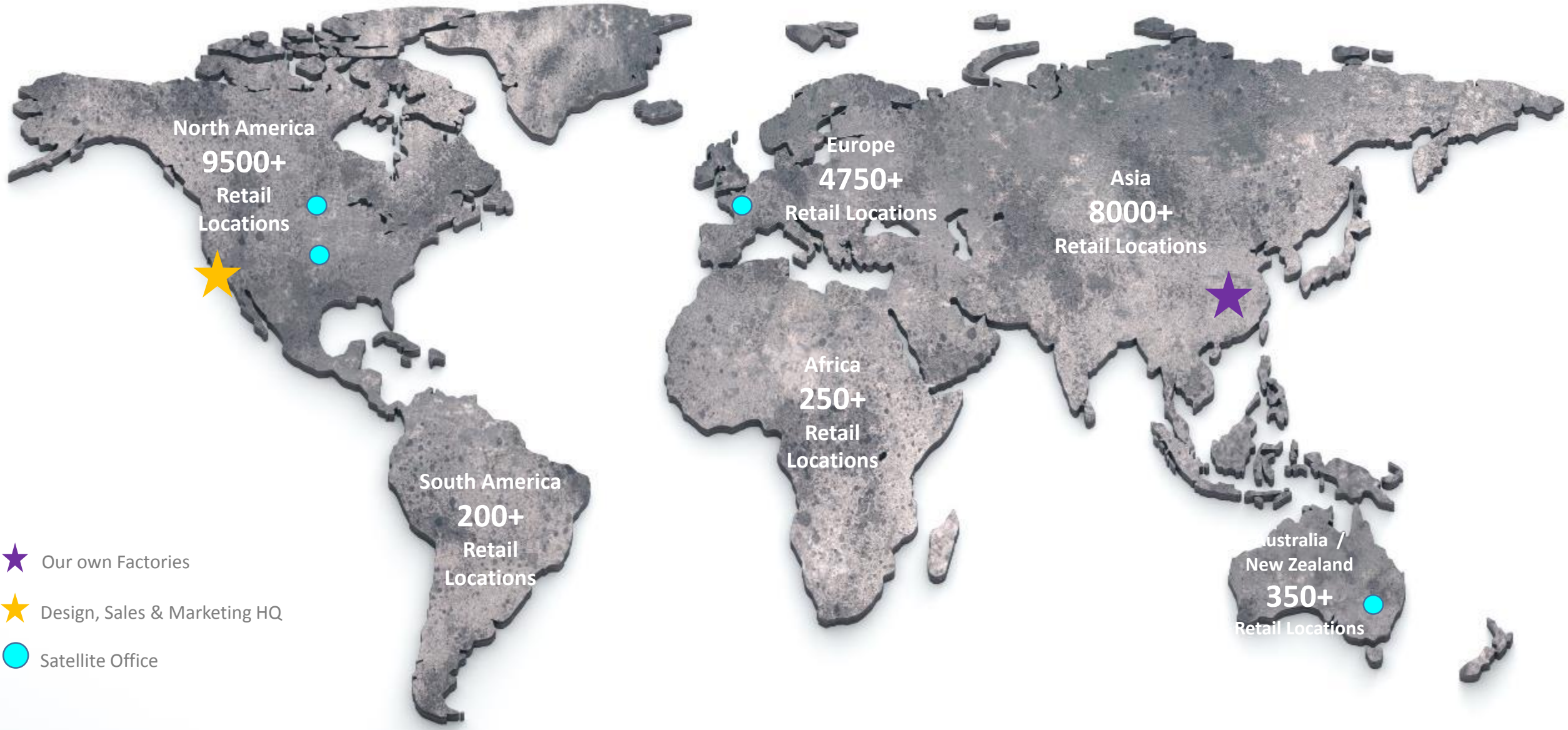
- No corporate red tape to have decisions made...we move fast to work with you in a fast market

5

- Global reach

- Global brand recognition, but local representation

GLOBAL REACH



- ★ Our own Factories
- ★ Design, Sales & Marketing HQ
- Satellite Office

STRONG RETAIL PARTNERS IN EUROPE AND USA

verizon^v

Walmart



meijer



Telefonica

proximus

TELE2



bol.com



BASE



Salt.

Géant
Casino



WELCOM'



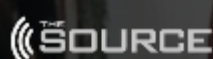
POWER CITY

E.Leclerc



O₂

TELUS



worten



Systeme U

STRONG RETAIL PARTNERS WORLD WIDE

@MNI tech

Telstra

emart

Singtel

iRepair
THE #1 RATED

iStudio

POWER
MAC
CENTER

vodafone

EOCITY
EXPERIENCE THE FUTURE OF ELECTRONICS

epiCentre
Mac & More

X-cite.

Globe

nubox

Incredible
CONNECTION

switch

machines

OPTUS yes

SmarTone

Virgin
MEGASTORE

csl.

iBox

Challenger

MAINGUYEN
MOBILE | AUDIO | GADGET

iDigital

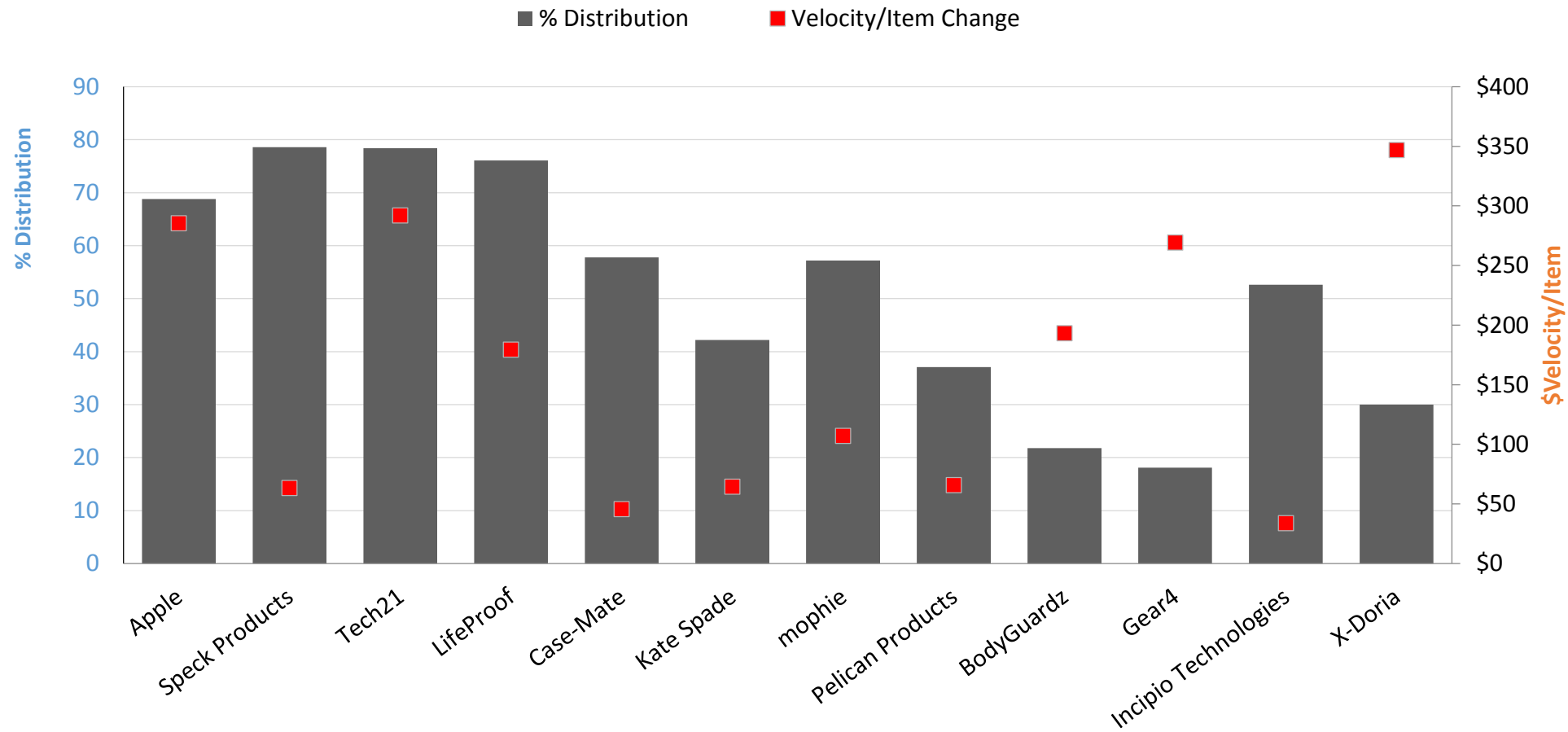
豐澤 FORTRESS

cellphone 

مكتبة جرير
JARIR BOOKSTORE

Distribution vs Velocity Analysis in Revenue

X-Doria is the #9 brand in iPhone case dollar sales and is 30% more productive than #12 Gear4, #3 Tech21, and significantly more than most other brands, which accounts for our better market share with less, and selective, product distribution.



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DEFENSE™



xDoriaProducts

**FROM *METAL*,
STRENGTH**



Every Defense case starts from a solid block of aluminum, machined to create the ultimate in device protection. The use of machined metal allows us to create super protective cases without the bulk.



Military Grade Drop Tested

MIL-STD-810: Tested to survive up to 4 m (13') drops on to concrete.



Machined Aluminum Frame

Aluminum frame provides extreme drop protection without bulk.



Acoustic Channel for Speaker

Bottom speaker is amplified and directed forward.

FROM METAL, STRENGTH



SMARTPHONE PRODUCT COMPATIBILITY



PRIME //

AIR //

LUX //

SHIELD //

TACTICAL //

CLEAR //

GLASS PLUS

FOLIO AIR

ENGAGE FOLIO

360X GLASS

GLASS //

iPhone11	●	●	●	●	●	●	●	●	●	●	●
iPhone 11 Pro	●	●	●	●	●	●	●	●	●	●	●
iPhone11 Pro Max	●	●	●	●	●	●	●	●	●	●	●
New iPhone Q1 20			●	●		●			●	Defense 360	●
Samsung Galaxy S20/S20+/S20e				●							
Note 10/10+				●							
A51/71						●					
A11/21/31/41						●					
A10e			●								
Huawei P30 P30Lite/P30 Pro						●					
Xiaomi Note 7/8							●				

PRIME /

Our most premium case, Defense Prime combines a luxurious back panel and tough metal guards on the top and bottom, all in a slim-fitting, ultra-protective form.



Military Grade Drop Protection



Anodized Machined Metal Frame



Integrated Sound Channel



Lux Material Back Panel





Black



Dark Brown



Tan

TACTICAL

Defense Tactical is ready to rumble with whatever your day throws at you. With a grippy, rubber exterior and a metal protective guard across the back, Defense Tactical is ready for adventure.



Military Grade
Drop Protection



Anodized
Machined
Metal Frame



Integrated
Sound Channel



Lux Material
Back Panel





Black



Red



Teal

AIR

Defense Air is the first Defense case to combine a clear rubber outside with tough machined metal guards. With a grippy outer surface, Defense Air adds a pop of metallic color to signal your device is well protected.



Military Grade
Drop Protection



Anodized
Machined
Metal Frame



Integrated
Sound Channel



Premium
Clear Rubber
Exterior





Clear / Silver



Red / Red



Smoked / Black



Purple / Purple

NEW



Mint



Purple



Midnight Green



Pearlescent

LUX

Defense Tactical is ready to rumble with whatever your day throws at you. With a grippy, rubber exterior and a metal protective guard across the back, Defense Tactical is ready for adventure.



Military Grade
Drop Protection



Anodized
Machined
Metal Frame



Integrated
Sound Channel



Lux Material
Back Panel





Black



Carbon

SHIELD

Defense Shield combines clear polycarbonate, soft rubber and anodized aluminum to form an ultra-tough, protective phone case that doesn't hide your phone choice.



Military Grade
Drop Protection



Anodized
Machined
Metal Frame



Integrated
Sound Channel



Clear PC
Back Panel





Black



Iridescent



Purple



Red

NEW



Mint



Purple



Midnight Green

*Available for all iPhones

DEFENSE

CLEAR



NEW



Defense Clear encases your phone with two layers of advanced polymer to form a crystal-clear defensive guard for your mobile lifestyle. Second layer polymer, exposed where it is needed most – the corners – providing the extra padding for those everyday accidents. Available in all clear or with a second layer accent color



Military Grade Drop Protection



Premium Clear Rubber Exterior



DropShield Polymer



NEW



Red



Clear



Black / Smoked



White



Mint

CLEAR



- Triple-layer shock protection
- Special DropShield Liner to absorb and dissipate shocks
- Crystal clear design shows off phone



Military Grade
Drop Protection



Integrated
Sound Channel



DropShield
Polymer



Clear PC
Back Panel





Black



White

NEW



Yellow



Purple



Red



Mint

360X :GLASS



- Real glass front shield
- Snap-on, easy to install, two piece design
- Crystal clear design shows off phone



Clear Bumper
Absorbs Shocks



Front Real
Tempered
Glass



Crystal Clear
Front and
Back



Control Through
the Shield



360



- Invisible
- Polycarbonate shield 0.5mm thin
- Snap-on, easy to install, two piece design
- Crystal clear design shows off phone



Clear Bumper
Absorbs Shocks



Front Real
Tempered
Glass



Control Through
the Shield





Clear

GLASS PLUS



- Real glass back with durable scratch resistance
- Easy to install, one piece design
- Crystal clear design shows off phone



Clear Bumper
Absorbs Shocks



Real Tempered
Glass



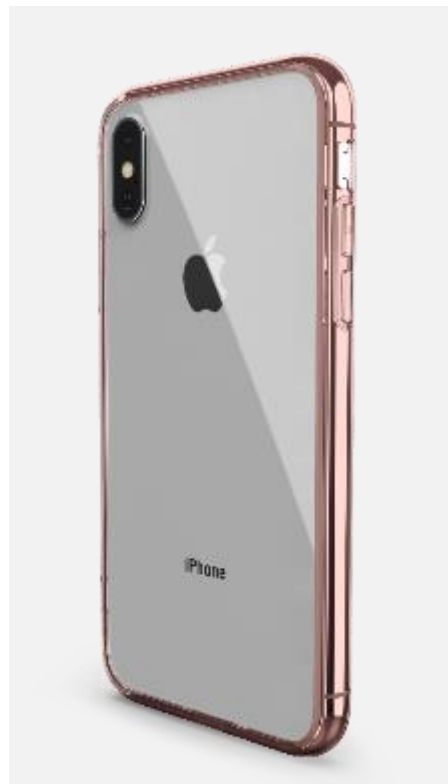
Crystal Clear
Back



Slim Design
1.4mm
Thickness



Clear



Pink

FOLIO AIR



- Slip, no case design
- Reusable 3M adhesive leaves no residue
- Magnetic folio latch



2 Card Slots



Magnetic Latch
Secures Cover



Kickstand
Function



Reusable 3M
Adhesive

ENGAGE FOLIO

- Clear Polycarbonate Back
- Two interior wallet card slots
- Magnetic latch holds folio cover in place



2 Card Slots



Magnetic Latch
Secures Cover



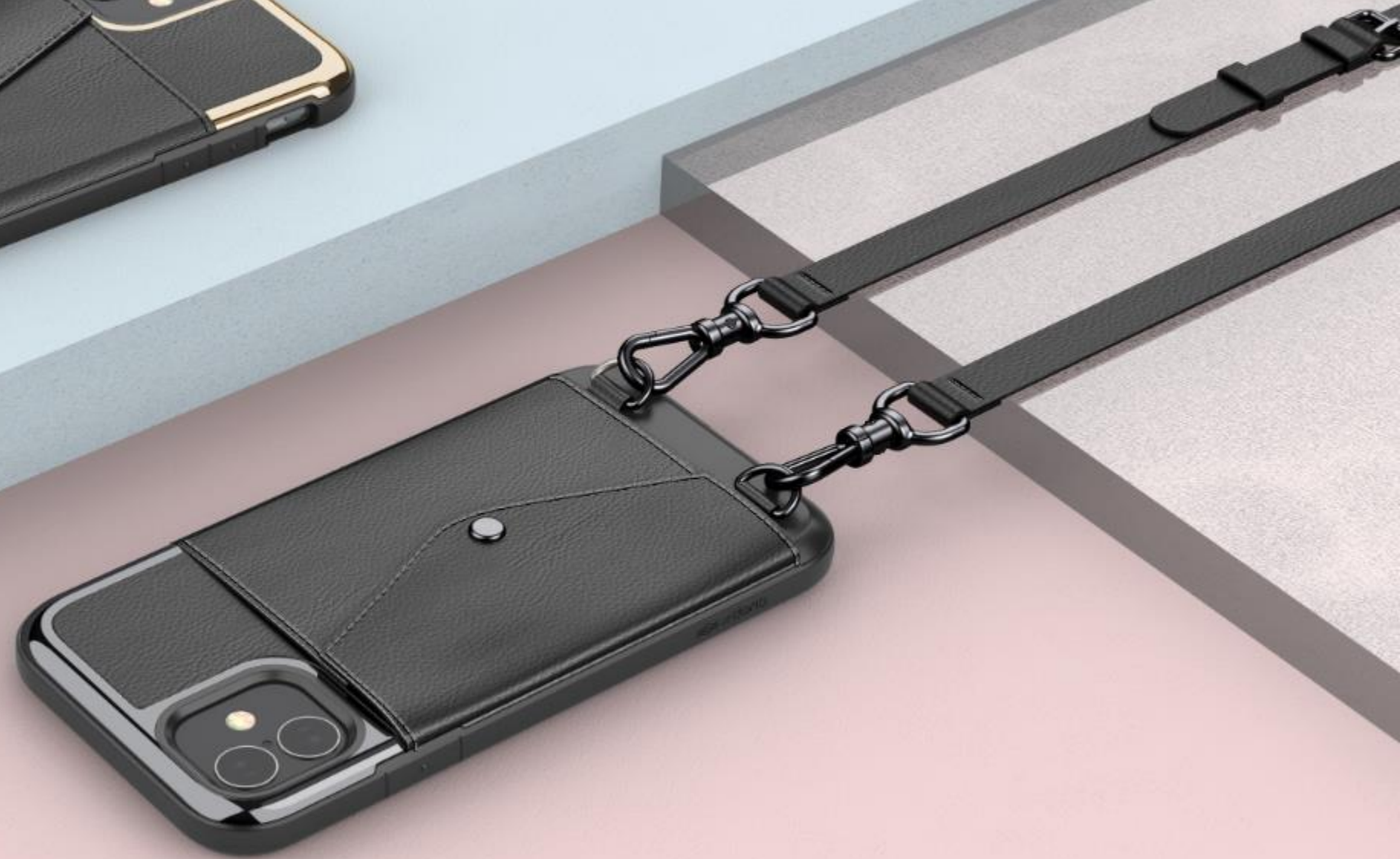
Reusable 3M
Adhesive



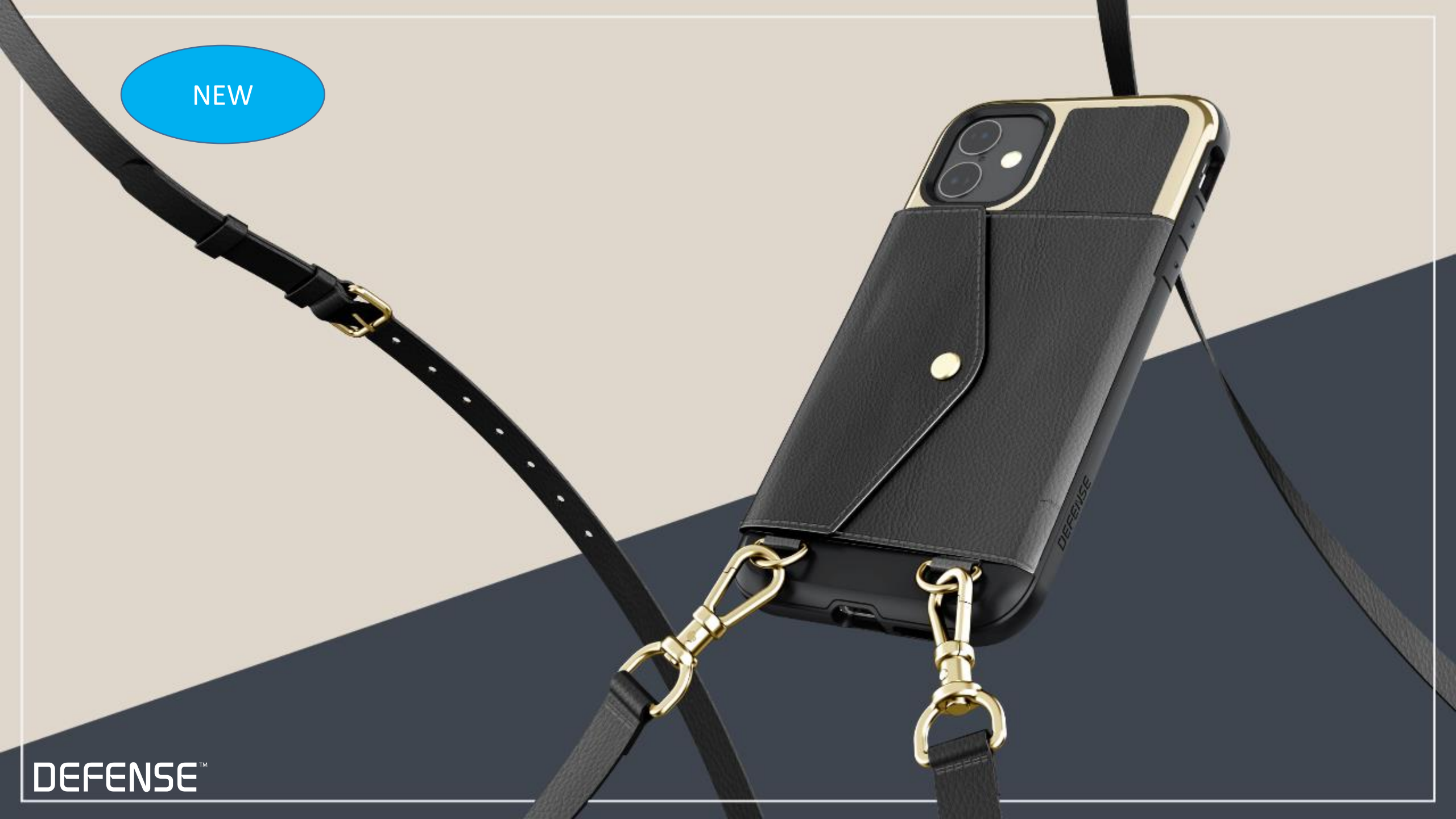


Black

MOTION



NEW



DEFENSE™



Black/Gold



Black/Black



Pouch



DEFENSE™

GLASS+

Regular



Defense Glass+ is the best way to keep your screen protected. With 9H rated tempered glass Glass+ is an excellent solution. Install guide included in each package to guarantee proper placement...the first time.

GLASS+

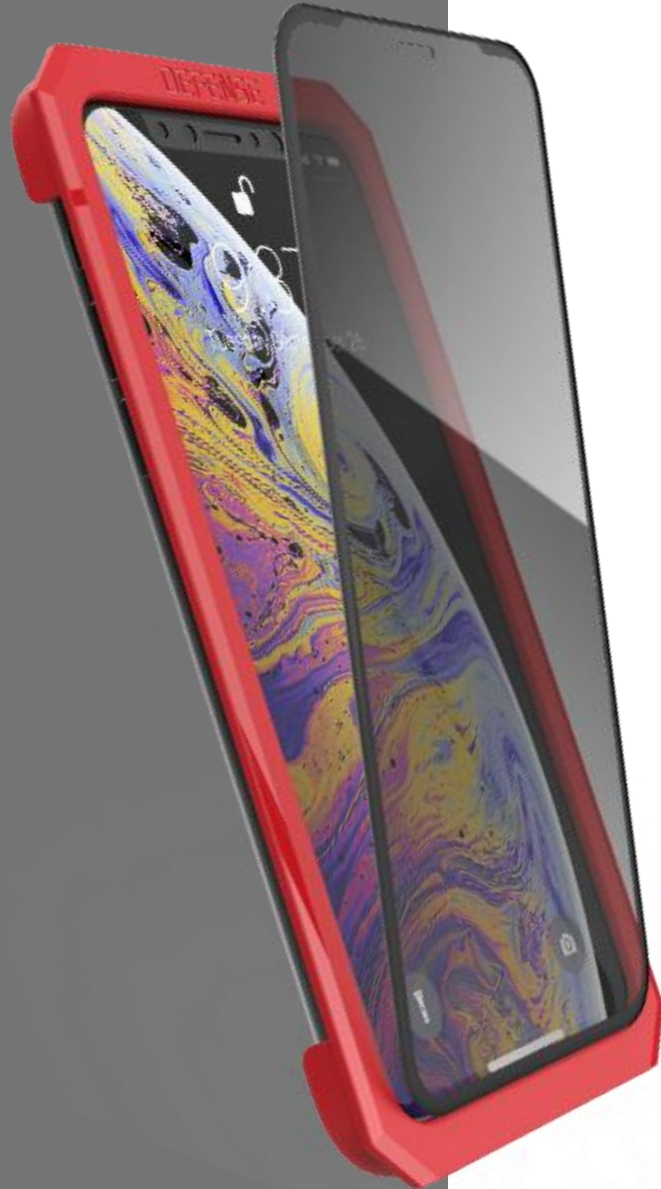
Edge to Edge



Defense Glass+ is the best way to keep your screen protected. With 9H rated tempered glass, and edge-to-edge protection, Glass+ is the ideal solution. Install guide included in each package to guarantee proper placement...the first time.

GLASS+

Edge to Edge: Privacy



Defense Glass+ Edge-to-Edge Privacy is the best way to keep your screen & information protected. With 9H rated tempered glass, and edge-to-edge protection, Glass+ is the ideal solution. Add in privacy feature and your phone is protected on all angles. Install guide included in each package to guarantee proper placement...the first time.

Range 2018



	iPhone X/Xs	iPhone XR	iPhone Xs Max	iPhone 8/7/6	iPhone 8/7/6 Plus	iPhone SE	Galaxy S9 S9 Plus	Galaxy A8	Galaxy Note 9	Galaxy S8/S8 Plus	Huawei P20/P20 Lite	Google Pixel 3/3 XL
ClearVue	●	●	●	●	●							
Dash	●	●	●	●	●							
360x	●	●	●									
360	●	●	●	●	●	●	●	●		●		
Glass Plus	●	●	●									
Slim Suit	●	●	●									
Engage Shine	●	●	●									
Defense Ultra	●	●	●									
Defense Lux	●	●	●	●	●		●		●	●		●
Defense Shield	●	●	●	●	●		●		●	●		●
Defense Clear	●	●	●	●	●					●	●	
Defense Glass	●	●	●	●	●							





ACCESSORY

DEFENSE™

AIRPOD PRODUCT COMPATIBILITY



TREK



JOURNEY



CLEAR

AirPods 1,2	●	●	●
AirPods Pro	●	●	

TREK

Defense Trek is the perfect way to keep your AirPods secure, protected and at the ready. Use the included carabiner and strap to attach your AirPods to a back pack, belt loop or bag. Compatible with any version of AirPods



Airpod
Protection



Machined
Metal Frame



Detachable
Carabiner



Form Fitting



Black



Silver



Blush Gold



Iridescent



Red

AirPods Pro

NEW



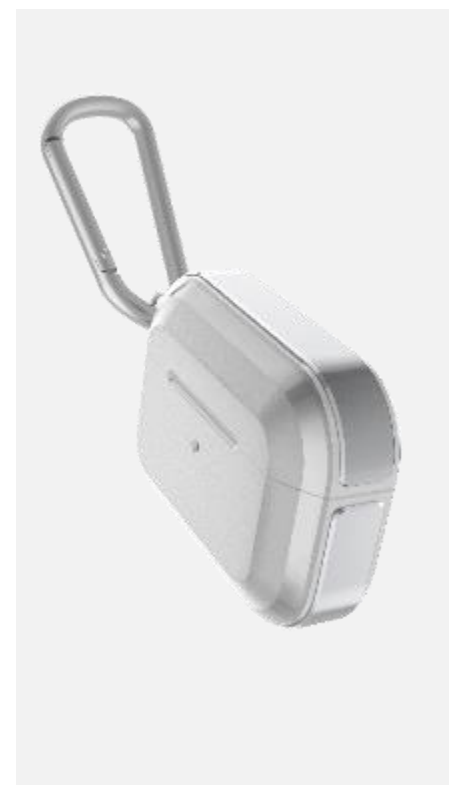
Iridescent



Black



Red



Silver

DEFENSE™

THAKAN 30

UNTTED



JOURNEY /



AirPod 1
& 2, Pro

Defense Journey is a great way to keep your AirPods secure, protected and easily accessible. Use the included carabiner to attach your AirPods to a backpack, belt loop or bag. The soft silicone top, paired with the rugged TPU base provide a stylish way to carry your AirPods



Airpod
Protection



Detachable
Carabiner



Form Fitting

AirPods 1 & AirPods 2

NEW



Yellow



Mint



Purple



Red



White



Black

AirPods Pro

NEW



Yellow



Black



Mint



Lavender



Red



White

CLEAR /



AirPod 1 & 2

Defense Clear is an ideal way to keep your AirPods secure, protected and at the ready. Co-molded construction that has a soft TPU exterior and DropShield inner frame, Defense Clear provides the feel and protective style you want. Use the included carabiner to attach your AirPods to a back pack, belt loop or bag.



Airpod
Protection



Detachable
Carabiner



Form Fitting

AirPods 1 & AirPods 2

NEW



Clear



Black



Mint



Purple



Red



Yellow



APPLE WATCH

DEFENSE™

APPLE WATCH PRODUCT COMPATIBILITY



EDGE



360X
GLASS



HYBRID
MESH



CLASSIC
BAND

38mm	●	●	●	●
40mm	●	●	●	●
42mm	●	●	●	●
44mm	●	●	●	●

EDGE



Defense Edge encases your watch perimeter with aircraft grade, machined aluminum for the ultimate protection from scratches and impacts. Inside, an inner layer of soft rubber cushions from jolts and shocks. With an easy to snap on design, Defense Edge is the perfect way to protect your Apple Watch.



Protect Edges From Scratches And Impacts



Anodized Machined Metal Frame



Soft Rubber Lining



Easy Snap-On



Dark Grey



Red



Purple



Gold

360X

Defense 360X is the next generation of Defense 360 for the Apple Watch. Using a glass hybrid material to protect the front touch screen, and clear TPU around the bumper to absorb scratches and jolts, Defense 360X is advanced, all-in-one protection for your Watch screen and sides with glass-like scratch resistance.



Protect Edges
From Scratches
and Dust



Advanced
Glass Hybrid
Technology



Protects
Screen and
Sides



Control Through
the Shield

CLASSIC BAND



Apple
Watch 1,
2, 3, 4, 5

NEW



Black



Silver



Iridescent

HYBRID MESH



- Premium, aluminum mesh band with a soft leather upper band for contrast
- Infinitely adjustable with a magnetic latch
- Compatible with Series 3 and Series 4 Watches



Luxurious
Material



Adjustable
Custom Fit



Strong
Magnet Closure



Rose Gold



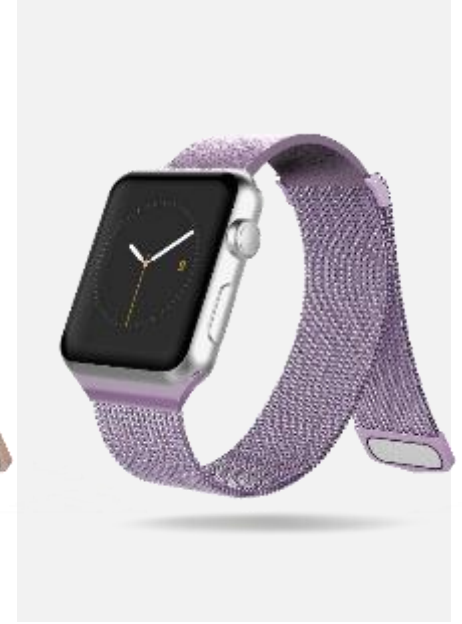
Silver / White



Black



Gold



Purple



POWER

DEFENSE™

WIRELESS CHARGER :TRIO

NEW –
June 20



Defense Trio is elegantly designed with premium finishes to blend in with your home or office decor. Like all Defense products, we start with a solid block of aluminum to form the frame of the Wireless Charger. Then we add a sleek base, accented by a padded leather backing to form the perfect place to quickly recharge your devices. With built in charging for your Apple Watch and two 10W pads for your Qi devices.



Apple Watch
Charging



10W Fast
Qi Charging



For Any Two Qi
Capable Devices



Aluminum
Frame



DEFENSE™



10:01
Monday 21
Alarm 6:45AM

DEFENSE

Multi-Device
Charging Dock

DEFENSE™



Black



White

WIRELESS CHARGER :STAND

£69.99

NEW –
June 20



Defense Stand is beautifully designed to keep your phone charged while blending with your home or office decor. Like all Defense products, we start with a solid block of aluminum to form the frame of the Wireless Charger. Then we add a sleek black base, accented by a padded leather surface to form the perfect place to quickly recharge your phone. Defense Stand allows for your headphones to rest, while providing the fastest possible, wireless charging for your device.



10W Fast
Qi Charging



Aluminum
Frame





Black



DEFENSE™

TITAN /

Level 60



Be ready for anything with 60,000 mAh of portable power in light, easy to carry form. Completely battery powered with no fumes, Defense Titan is safe to use indoors, in the car and anywhere you go.

Output:

1 x 120V AC 200W
3 x USB Ports, 5V 2.4A each
1 x USB-C QC 3.0 Port (60W Max)
1 x CLA 12V 10A 120W

Size & Weight:

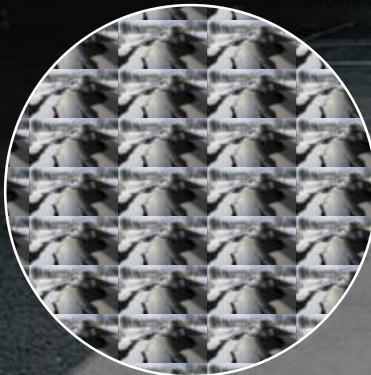
10.25" X 5.5" X 5.5"

Input:

Charge via AC power adapter (included), via USB-C or in the car via CLA

TITAN

Emergency preparedness



Home Power Backup

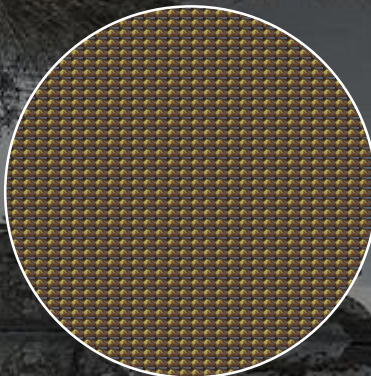


BE PREPARED



MAX POWER

Outdoor Adventure



Outdoor Profession



Multiple Inputs



USB-C



Wall Outlet



Solar



Car CLA





Power Anything



LANTERN LIGHT

50+ Hrs



SMARTPHONE

40 Recharges



TABLET

15 Recharges



CAMERA

25 Recharges



LAPTOP

6 Recharges



CPAP DEVICE

10+ Hrs



GOPRO

100 Recharges



DRONE

6 Recharges

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SELF SELLING PACKAGING

Draw the customer in & win the 3 foot view



→ Clean & legible branding

→ Highlight the level of drop protection

→ Let the case be the hero

→ Make compatibility easy to discover

→ Create motion with design

SELF SELLING PACKAGING



SHIELD

FROM METAL, STRENGTH

Defence Series cases are reinforced by a machined aluminum alloy to provide incredible strength and protection in a lightweight form.

Conception avec du métal pour plus de résistance. Les coques de la série Defence sont renforcées par un alliage d'aluminium usiné pour offrir une protection ultime tout en restant très léger.



1. Military-Grade Machined Metal Protective Case
Protection en métal avec une certification militaire de résistance.
Maschinell gefertigte Metallschutzhülle in Militärqualität.
Carcasa de metal con protección extrema de grado militar.



2. Certified To Survive 10' (3 m) Drops Onto Concrete
Certifié pour supporter des chutes de 10' (3 m) sur le béton.
Zertifiziert, kann Stürze auf Beton aus 3 m Höhe auszuhalten.
Certificado resistente a caídas de hasta 10' (3 m) sobre suelos de cemento.



3. Wireless Charging Compatible
Charge sans fil compatible.
Kabelloses Laden kompatibel.
compatible con carga inalámbrica.



4. Acoustic Channel Directs Speaker Forward
Redirection acoustique du son vers l'avant.
Akustische Leitung richtet die Lautsprecher nach vorne.
El canal acústico dirige el sonido del altavoz.



Limited Lifetime Warranty | Garantie à vie limitée | Engeschränkte Lebenszeitgarantie | Garantía limitada de por vida

Easy to understand the product

Highlight unique product proposition

Visually showcase product features

Open hole to allow for product touching

POS DISPLAYS



POS DISPLAYS



Countertop



Free Standing



Endcap

VIDEOS FOR INSTORE AND ONLINE

Defense Air iPhone 11 Drop Test



INTRODUCING

AIR

<https://www.youtube.com/user/xdoriaproducts/featured>

▶ ⏪ 🔊 0:05 / 0:30



ALL OUR CONTENT ON HAND



Dedicated server for our partners to access all our content in one click:

www.box.net

Login: photos@xdorialife.com

Password (case sensitive):
Defense360

AGENDA

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 - Protection for Apple Watch & AirPods
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- Marketing support
- **Social Media**

REGULAR EUROPEAN INFLUENCER CAMPAIGNS

Reach: 754,756

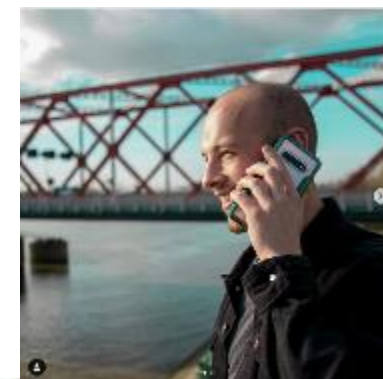
Engagement: 5.25%

Influencers: 14

Photos: 34

Stories: 42

Influencers in the pipeline: 15



INSTAGRAM: STRONG GROWTH

Followers

12,622

+232.2%*

Impressions	Engagements	Profile Clicks
635,344 +1,002%	37,808 +1,612%	11,202 +1,716%



*May 2018-2019 vs. May 2017-2018

FACEBOOK: LARGE REACH

Followers

28,439

+14.1%*

Impressions	Posts	Profile Clicks
15,341,075 +1,725%	212 +285.5%	138,973 +1,570%



*May 2018-2019 vs. May 2017-2018

A wide, empty road with ornate streetlights and a utility tower in the background. The road is flanked by a decorative railing and a series of tall, slender streetlights with lantern-style tops. In the distance, a large metal tower stands against a clear sky. The overall scene is quiet and desolate.

Thank you.



xDoriaProducts