

Joseph Joseph Ltd. 100 Union Street London SE1 ONL

Tel: +44 (0)20 7261 1800 Email: info@josephjoseph.com

www.josephjoseph.com

7th of February 2024

Official Distributor Announcement

To Whom It May Concern,

This letter serves as formal notification that MIRS has been appointed as the official distributor of Joseph Joseph products in the territory of Ukraine.

MIRS is granted exclusive distribution rights for Joseph Joseph products within Ukraine. This appointment empowers MIRS to represent our brand, manage distribution channels, oversee marketing activities, handle inventory logistics, and provide customer support services for Joseph Joseph products in Ukraine.

We have carefully selected MIRS based on their proven track record, expertise in distribution, and dedication to excellence. We are confident that MIRS will effectively represent our brand and deliver exceptional service to customers in Ukraine.

This appointment signifies our trust and confidence in MIRS's ability to uphold the values and standards of Joseph Joseph. We anticipate a successful partnership and mutual growth in the Ukrainian market.

For any inquiries or further information regarding this announcement, please contact us at +44 (0)207 261 1800.

Thank you for your attention to this matter.

Yours sincerely,

Josh Bishop

Head of Export Sales

