

A person is shown in a dynamic, almost acrobatic pose, lying on their back with their legs bent and arms extended. They are wearing a light-colored, short-sleeved shirt, cargo pants, and large, light-colored sneakers. The person is also wearing large, over-ear headphones. The background is a solid, warm orange color. The word "urbanista" is written in a bold, white, sans-serif font across the center of the image, overlapping the person's torso and legs.

urbanista

WHO WE ARE



DESIGNED FOR LIFE IN MOTION

Urbanista was born in 2010 in Stockholm, Sweden out of love for cities and urban life. We make stylish and affordable lifestyle audio products that provide the soundtrack for life in motion.

WHERE ARE WE SOLD



- Sold in 90 markets worldwide
- 30 000 points of sale in retail, including:

CONSUMER ELECTRONICS RETAIL



TELCO RETAIL



ONLINE RETAIL



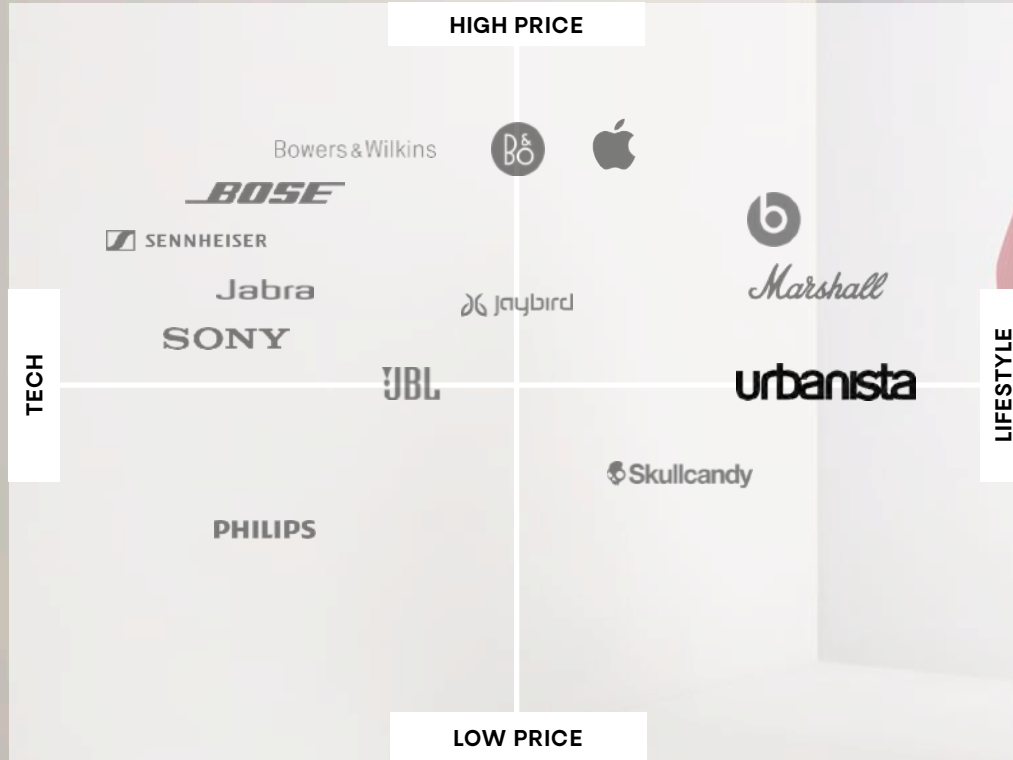
TRAVEL RETAIL



FASHION & SPORTS RETAIL



HOW ARE WE POSITIONED



WHY URBANISTA?

DESIGN

Scandinavian design tradition
with trendy colors

FUNCTIONAL

Simplicity of use with great
audio experience

AFFORDABLE

Accessible price points across the
product range

MARKETING FOCUS

RETAIL

DIGITAL

LIMITED EDITIONS

COMMUNITY



OUR TARGET GROUP



URBANISTAS

Experience seekers

AGE: 20-35

LOCATION: Worldwide

Urbanistas want to buy well-designed fashionable quality products at a reasonable price, and represent the brands whose values they align with. They spend most of their time online in social media and are interested in fashion, music, technology, sports, food & nightlife.





“Swedish audio brand Urbanista has been taking the wireless earphone market by storm since it was founded in 2010.”

HIGH SNOBIETY

LOS ANGELES

“True innovation in headphones tech is a rarity. It is Urbanista, though, that has made it to the next leap in headphones tech: solar-powered headphones.”

WIRED

LONDON

“They sound better than the AirPods Pro, with clean, well-balanced sound and punchy, well-defined bass and nice detail.”



MIAMI

“In terms of features, aesthetics, and value, you won’t find a better pair headphones than this”

Rolling Stone

COMMUNITY OF INFLUENCERS



@carodaur

Followers: 3.3M
Main market: Germany



@emitaz

Followers: 1.5M
Main market: Spain



@not3s

Followers: 540K
Main market: US



@idougahole

Followers: 1.5M
Main market: Spain



@edielibertyrose

Followers: 347K
Main market: UK



@antonelaroccuzzo

Followers: 18.1M
Main market: Spain



@paolaalberdi

Followers: 1.1M
Main market: US



@valerialipovetsky

Followers: 1.7M
Main market: Canada



KEY PRODUCTS

KEY PRODUCTS



TRUE WIRELESS



LISBON
\$ 49 / € 49 / £ 49



STOCKHOLM PLUS
\$ 69 / € 69 / £ 59



ATHENS
\$ 129 / € 129 / £ 119



LONDON
\$ 149 / € 149 / £ 129



HEADPHONES



MIAMI
\$ 149 / € 149 / £ 129



**MIAMI
CRYSTAL EDITION**
\$ 300 / € 300 / £ 300



LOS ANGELES
\$ 199 / € 199 / £ 169



SPEAKERS



SYDNEY
\$ 49 / € 39 / £ 35



BRISBANE
\$ 100 / € 100 / £ 99



APP



APPSTORE



GOOGLE PLAY



IN-EAR



LISBON

TRUE WIRELESS IN COLOR

Lose yourself in a colorful daydream with Urbanista Lisbon. The true wireless earbuds are our most compact to date, so light and comfortable you'll barely know they're there. Small but deceptively powerful, Lisbon offers impressive nine hours playtime, setting you adrift on a breeze of perfect sound.

- Compact design
- 9 h playtime
- 27 h total playtime
- Slim case with 2 charges
- USB Type-C Charging
- Touch controls
- Siri and Google Voice Assistant

MSRP: \$ 49 / € 49 / £ 49



MIDNIGHT BLACK



VANILLA CREAM



CORAL PEACH



MINT GREEN



BLUSH PINK

STOCKHOLM PLUS

TRUE WIRELESS WITH STYLE

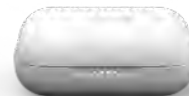
Go beyond the sound with the new, second-generation Stockholm Plus. Remaining truly wireless, Stockholm Plus is a smarter and more stylish upgrade to the bestselling earbuds, featuring a new and improved microphone and increased total playtime of 20+ hours.

20 h Total Playtime
Enhanced Microphone
IPX4 Water Resistant
USB Type-C Charging
Touch Controls

MSRP: \$ 69 / € 69 / £ 59



MIDNIGHT BLACK



FLUFFY CLOUD



ROSE GOLD



OLIVE GREEN



TITANIUM

ATHENS

TRUE WIRELESS FOR AN ACTIVE LIFESTYLE

Athens earphones give you total freedom while doing all sports. With IP67 waterproof rating, you can run, swim and sweat freely with them. The stylish complimentary charging case provides you with 3 additional full-charges, each lasting up to 8 hours.

8 h playtime

32 h total playtime

Slim case with 3 charges

USB Type-C Charging

Touch controls

IP67 Waterproof

Silicone Loops for Better Fit

MSRP: \$ 129 / € 129 / £ 119



MIDNIGHT BLACK

LONDON

TRUE WIRELESS WITH ACTIVE NOISE CANCELLING

London's Active Noise Cancelling reduces unwanted sound with a superior precision, while the new Ambient Sound Mode will enforce and define outside voices without the need to lower the volume or hit pause.

Active Noise Cancelling
Ambient Sound Mode
In-Ear Detection
30h Total Playtime
Touch Controls
Wireless Charging
USB Type-C charging

MSRP: \$ 149 / € 149 / £ 129



MIDNIGHT BLACK



WHITE PEARL



ROSE GOLD



DARK SAPPHIRE

A person is shown in a backbend pose against a warm, orange-toned background. They are wearing a light-colored long-sleeved shirt, cargo pants, and white sneakers. They are also wearing large over-ear headphones and have their arms extended forward. The word "OVER-EAR" is superimposed in large white letters across the middle of the image.

OVER-EAR

MIAMI

ACTIVE NOISE CANCELLING

Go on a sound journey with the new, advanced Miami headphones offering up to 50 hours of playtime. Dive deep into your favourite music with Active Noise Cancelling that blocks out surrounding sounds for enhanced focus, immersing you fully in your favourite tunes or podcasts.

Active Noise Cancelling
Ambient Sound Mode
50h Playtime without ANC
40h Playtime with ANC
On-Ear Detection
Bluetooth 5.0
USB Type-C charging

MSRP: \$ 149 / € 149 / £ 129



MIDNIGHT BLACK



TEAL GREEN



PEARL WHITE



RUBY RED



MIAMI CRYSTAL EDITION

EMBELLISHED WITH CRYSTALS FROM SWAROVSKI®

Miami Crystal Edition are a stylish crystal encrusted version of the popular Miami headphones, inspired by the city's glittering nightlife scene. The headphones is a limited edition, available to consumers only from the brand's website and via exclusive retailers worldwide.

Active Noise Cancelling

Ambient Sound Mode

50h Playtime without ANC

40h Playtime with ANC

On-Ear Detection

Bluetooth 5.0

USB Type-C charging

MSRP: \$ 300 / € 300 / £ 300



CRYSTAL BLACK



CRYSTAL WHITE

LOS ANGELES

SOLAR POWERED HEADPHONES

Welcome to the dawn of a new era with Urbanista Los Angeles, the world's first self-charging wireless headphones powered by Powerfoyle™ solar cell material. Using advanced green technology, Los Angeles converts all light, outdoor and indoor, into energy to deliver virtually infinite playtime.

- Virtually infinite playtime
- Always charging when exposed to light
- 80 h battery reserve
- Hybrid Active Noise Canceling
- Ambient Sound
- On-ear detection
- USB Type-C charging
- Bluetooth 5.0

MSRP: \$ 199 / € 199 / £ 169



MIDNIGHT BLACK



SAND GOLD



URBANISTA APP

The perfect companion for your Los Angeles headphones – allowing you to customise features and personalise the way you use and experience your Urbanista headphones.

The app has a live view where you can follow your battery gain and drain status. You can also switch the different sound modes with ease and create your personal settings to your headphones controls.





SPEAKERS

SYDNEY

POCKET SIZE SPEAKER



Get your groove on while at the beach, in the park or in-between festival gigs for up to 5 hours of epic sound with the Sydney speaker. Comes in four vibrant shades, it features a clean silhouette and smooth texture, punctuated with sleek functions like Bluetooth, volume controls and second speaker pairing.

5h Total Playtime
Connect Two Speakers
IPX5 Water Resistant
Bluetooth 5.0

MSRP: \$49 / €39 / £35



MIDNIGHT BLACK



ROSE GOLD



WHITE MIST



OLIVE GREEN



UPCOMING PRODUCTS

TIMELINE UPCOMING PRODUCTS



SEOUL

MOBILE GAMING READY

Experience unrivalled immersion with the new, advanced Urbanista Seoul. Perfected for mobile gaming and designed for life in motion, the sleek and compact Seoul earphones offer low latency and superb audio quality, making it the perfect partner for gaming with flawless style.

- 70 ms latency mode for mobile gaming
- Noise-canceling microphone
- 8 h playtime
- 32 h total playtime
- Wireless charging case with 3 charges
- USB Type-C Charging
- Touch controls
- IPX4 Water-resistant

MSRP: \$ 89 / € 89 / £ 89

LAUNCHING Q1 2022



MIDNIGHT BLACK



PEARL WHITE



VIVID PURPLE



ELECTRIC BLUE

COPENHAGEN

EFFORTLESSLY ELEGANT TRUE WIRELESS

Let yourself be inspired by the effortless elegance of Urbanista Copenhagen, our latest and most stylish true wireless earbuds, inspired by the city renowned as the capital of Scandi cool.

Noise Cancelling microphone

8 h playtime (TBC)

32 h total playtime (TBC)

Charging case with 3 additional charges

USB Type-C charging

IPX4 Water-resistant

MSRP: \$ 69 / € 69 / £ 69

LAUNCHING EARLY Q2 2022



PHOENIX

SOLAR POWERED TRUE WIRELESS WITH ANC

Solar charging Powerfoyle™ technology

Hybrid Active Noise Cancelling

Transparency

Multipoint

8 h playtime (TBC)

32 h total playtime (TBC)

Charging case with 3 additional charges

USB Type-C charging

IPX4 Water-resistant

MSRP: \$ 149 / € 149 / £ 129

LAUNCHING LATE Q2 2022



ATLANTA

TRUE WIRELESS WITH HYBRID ANC

Hybrid Active Noise Cancelling

Transparent

Multipoint

8 h playtime (TBC)

32 h total playtime (TBC)

Wireless charging case with 3 additional charges

USB Type-C charging

IPX4 Water-resistant

MSRP: \$ 99 / € 99 / £ 99

LAUNCHING LATE Q2 2022



BRISBANE PLUS

PORTABLE SPEAKER

8h Total Playtime (TBC)

Connect Two Speakers

2 x 10W Speakers

DSP Driver

Bluetooth 5.0

USB Type-C charging

IPX5 Water Resistant

MSRP: \$ 99 / € 99 / £ 89

LAUNCHING LATE Q2 2022



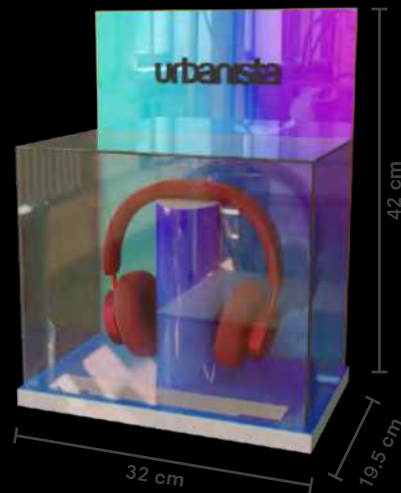


POS & RETAIL

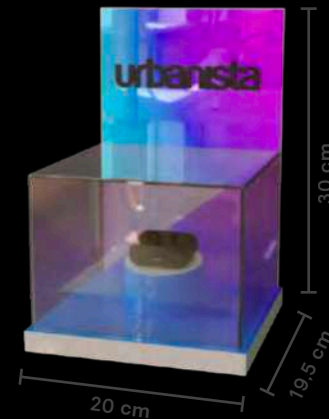
PRODUCT GLORIFIERS



MULTI-PRODUCT

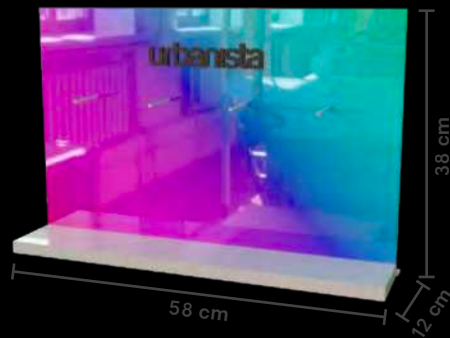


OVER-EAR

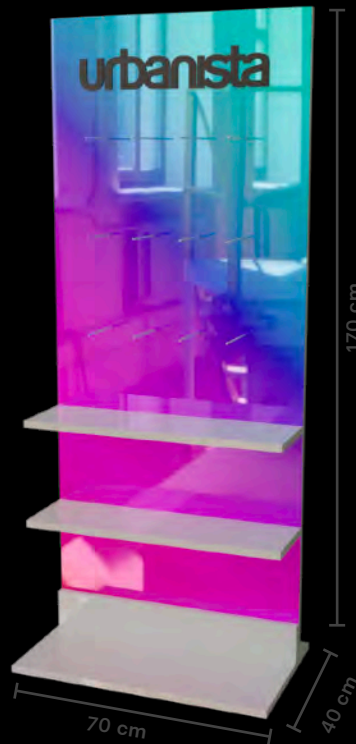


IN-EAR

DISPLAYS



IN-EAR PRODUCT COUNTER DISPLAY



FLOOR MIXED STAND



OVER-EAR

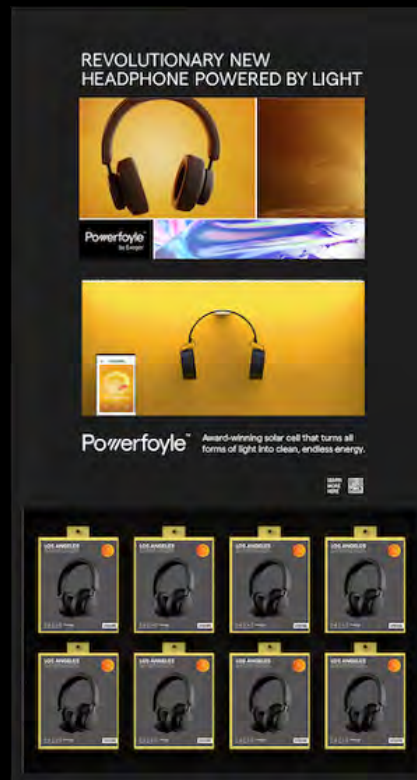


IN-EAR

LOS ANGELES



COUNTER DISPLAY



FLOOR DISPLAY

SUSTAINABLE PACKAGING

Every element of Urbanistas packaging has been carefully considered and sourced entirely from sustainable materials, stripping away plastic and un-necessary varnish.





urbanista

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