

THE JOURNEY TO

#100M
smiles  **JBL**

JBL continuously scales the heights of audio excellence and plays a key role in shaping the portable speaker market as the category leader. Since 2012, JBL has released 26 models of its portable speakers, each improved and fine-tuned to meet listeners' specific needs. Knowing music delivers a tangible, positive effect on the lives of people around the world inspires JBL to reach higher, to dream bigger, and to push the boundaries of sound quality and product excellence further. JBL believes in the power of music, spreading smiles around the world... 100 million strong.

- 2012
- 2013
- 2014
- 2015
- 2017
- 2018
- 2019

SEPT 2012
JBL FLIP



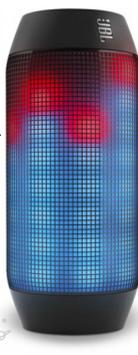
Sets a **new standard of sound quality** in portable speakers with JBL Signature sound in a portable format



JAN 2013
JBL CHARGE
Recharges mobile devices on the go with a **built-in powerbank**

SEPT 2013
JBL PULSE

First speaker to combine sound with a **LED lightshow**



APR 2014
JBL CLIP

With an **integrated metal carabiner** that makes it easy to hook it to a backpack

Model with **highest number of units shipped** (more than 1M shipped in the first year)



FEB 2015
JBL GO



JAN 2017
JBL FLIP 4

Flip 4 sets **GUINNESS WORLD RECORD™**: playing over 1000 Flip 4 speakers simultaneously from a single source



SEPT 2017
JBL BOOMBOX

The **loudest portable speaker available** with a continued playtime of 24 hours

OCT 2017
JBL LINK

First speaker in the industry with **Google Voice Assistant**



JUN 2018
JBL TUNER

#1 Bluetooth DAB speaker in Europe*

OCT 2018
JBL JR POP

Compact, waterproof & with lights - first portable speaker **specially made for kids**



COMING SOON
JBL FLIP 5 FOREST & OCEAN

New eco-friendly edition
90% made from **recycled plastic**

100,000,000
UNITS SHIPPED

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From the start, JBL has been pushing the boundaries of innovation and bringing music to life in ways that audiences everywhere can feel. JBL leads the portable speaker category for the past five years with an overall volume share of 34.2% and doubled it from 27m units in 2014 to 65m units in 2018.*

*according to Futuresource Consulting