



Nothing announces key sales partnerships for phone (1)

Nothing phone (1) steps closer to launch with key partners in UK, Europe, and India

London, UK - 10 May 2022: Consumer tech company Nothing today confirmed the first of many partnerships for its hotly anticipated smartphone phone (1). O2, Telekom Deutschland and Flipkart will help fuel Nothing's global expansion plans and bring phone (1) one step closer to its summer launch. Powered by Android-based Nothing OS and supercharged by Qualcomm's Snapdragon platform, phone (1) delivers a fast, smooth experience that's uniquely Nothing. Pricing, availability and partner incentives will be announced at a later date.

“When we started Nothing we wanted to bring back the excitement we once felt for the tech industry,” said **Carl Pei, CEO and Co-founder of Nothing**. “Joining forces with leading telcos and retailers, we look forward to shaking up the smartphone market together. We can't wait to reveal phone (1) to the world later this summer.”

O2 will be the exclusive network partner for Nothing in the UK. UK customers will be able to purchase phone (1) in-store and online.



“We want to make sure that O2 customers always have access to the latest and greatest technology. Nothing phone (1) provides a combination of great design and technology that offers something truly unique for our customers,” **said Gareth Turpin, Chief Commercial Officer of Virgin Media O2.** “I’m really excited that we are partnering with Nothing to be the exclusive network supplier in the UK, as we continue to reimagine connectivity, offer our customers more choice and enjoy the benefits and value they expect from O2.”

In Germany, Telekom Deutschland will be the exclusive operator for phone (1), with customers able to purchase the smartphone online and in selected stores.

“The innovative and differentiated design of the phone (1) prototype convinced us to collaborate with Nothing,” **said Torsten Brodt, Senior Vice President, Consumer Segment, Telekom Deutschland.** “Once again, we will offer an exceptional smartphone exclusively for our customers on the best network in Germany.”

Meanwhile in India, Nothing has expanded its partnership with Flipkart, India’s homegrown e-commerce marketplace. This is an extension of a successful partnership from 2021 (when Nothing announced its foray into India) and aims to tap into the tremendous market potential that currently exists.

“As a customer-centric platform, we always bring new innovative products and brands that fulfil ever evolving customer aspirations,” **said Ajay Veer Yadav, Senior Vice President, Flipkart.** “We are delighted to bring Nothing’s much awaited phone (1) to Indian consumers and we are confident that it will be another exciting milestone in the smartphone industry.”

To stay updated on all the latest information, please follow Nothing on [Instagram](#) and [Twitter](#), or visit [nothing.tech](#) and subscribe to the newsletter.

About Nothing

Nothing is a London-based consumer tech company building a world without barriers between people and technology. Nothing is creating an ecosystem of seamlessly connected products and services that bring artistry and passion back to the industry. Following the success of ear (1), the company’s highly anticipated smartphone product phone (1) will launch Summer 2022.



Nothing is a privately held company with backing from GV (formerly Google Ventures), EQT Ventures, C Ventures and other private investors including Tony Fadell (Principal at Future Shape & inventor of the iPod), Casey Neistat (YouTube personality and Co-founder of Beme), Kevin Lin (Co-founder of Twitch) and Steve Huffman (Co-founder and CEO of Reddit).

About Virgin Media O2

Virgin Media O2 launched on 1 June 2021, combining the UK's largest and most reliable mobile network with a broadband network offering the fastest widely-available broadband speeds. It is the corporate brand of the 50:50 joint venture between Liberty Global and Telefónica SA, and one of the UK's largest businesses.

The company has 48 million UK connections across broadband, mobile, TV and home phone. Its own fixed network currently passes 15.6 million premises alongside a mobile network that covers 99% of the nation's population with 4G, and more than 400 towns and cities with 5G services targeting 50% population coverage in 2023. In January 2022, it also announced that it would be the only major mobile network that isn't bringing back roaming charges in Europe.

Virgin Media O2 is registered in England and Wales. Registration number: **12580944**. Griffin House, 161 Hammersmith Road, London, United Kingdom, W6 8BS.
<https://news.virginmediao2.co.uk>

About Deutsche Telekom

Deutsche Telekom is one of the world's leading integrated telecommunications companies, with some 248 million mobile customers, 26 million fixed-network lines, and 22 million broadband lines. Find out more:
www.telekom.com/en/company/companyprofile/company-profile-625808

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+ and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 400 million, offering over 150 million products across 80+ categories. Our efforts to democratize commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of



entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

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