



TUMI ANNOUNCES LAUNCH OF GLOBAL LOCATOR
Collaborates with AT&T and LugTrack to Develop Innovative Wireless Tracking Device

HONG KONG, July 5, 2017 – Samsonite International S.A. (“Samsonite” or “the Group”; SEHK stock code: 1910), the world’s largest travel luggage company, announced today that one of its brands, TUMI, a leading global premium lifestyle brand which offers a comprehensive line of business bags, travel luggage and accessories, has launched the **TUMI Global Locator**, a wireless tracking device designed to provide travellers with location specific positioning information regarding the whereabouts of their luggage and travel bags in collaboration with AT&T, a leader in the Internet of Things (IoT).

The hardware and patented technology for the device was designed and developed by LugTrack, a New Jersey based technology company.

Housed in a sleek, compact body, measuring 4.33 x 2.55 x 0.83 inches and weighing 150 grams, TUMI’s Global Locator uses GPS, GSM, WIFI and Bluetooth technology to track the location of the luggage or bag in which it has been placed. The device delivers real-time data, via the free mobile application available for both Android and iOS devices.*

In 2016, more than 21.6 million bags were mishandled globally¹, meaning 5.7 bags were lost per 1,000 passengers. While airports and airlines are investing in technology to track luggage under their respective jurisdictions, the TUMI Global Locator puts the power into customers’ hands, providing tracking ability from the time their journey begins.

Ramesh Tainwala, Global CEO, Samsonite International S.A. commented, “We understand that one of the most stressful parts of any journey is the risk of losing your luggage, be that temporarily or permanently.” He continued, “The goal of the TUMI Global Locator is to make this a concern of the past, giving our customers a peace of mind and ensuring a more enjoyable travel experience.”

“The TUMI Global Locator is a perfect example of why we acquired TUMI – they have brought to market a game changing smart luggage device. Samsonite is now exploring the adaptation of the technology that TUMI’s Global Locator employs across its portfolio of brands”, commented Mr. Tainwala. “We continue to see opportunities from Samsonite to leverage off TUMI’s strengths, and vice versa, to take the combined business to the next level.”

Joe Mosele, Vice President of Business Development, Internet of Things Solutions, AT&T, which provides global connectivity for the device, said, “As the Internet of Things (IoT) grows, consumers and businesses have a desire to remain connected in a bigger way than ever before, regardless of whether they are at home or on the go. By providing connectivity for the TUMI Global Locator, AT&T lets travellers around the world remain tapped into a more connected life.”

Through its Accelerometer sensor technology, the TGL operates with four alternative modes: Travel Mode, Sleep Mode, Hotel Mode and Proximity.

¹ <http://comms.sita.aero/rs/089-ZSE-857/images/baggage-report-2017.pdf>

*Device supports GPS, Cellular, Wi-Fi, Bluetooth. Coverage and service not available in all areas.

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TRAVEL MODE automatically tracks a bag's location every 20-30 minutes and builds a history of where a bag has been. In compliance with FAA requirements, the TGL powers-down upon take off to remain in an idle state during flight. Upon landing, the TGL automatically wakes up and sends a notification to the connected device, informing the user of the bag's location.

While the device automatically enters SLEEP MODE during flight, the user also has the option to activate Sleep Mode at any time. The TGL will wake up on landing or after a short duration if not in flight.

HOTEL MODE allows the user to ensure the bag containing the TGL stays in one location, by recognizing the designated location as its 'Home Base'. The TGL will then alert the user should the bag move from this location.

PROXIMITY MODE uses Bluetooth technology to allow the user to tether the bag containing the TGL to a connected device, such as a mobile phone. In the event of an unexpected movement, the connected device then receives an alert.

TUMI's Global Locator has been cleared by the Federal Aviation Administration (FAA) on Radio Frequency Testing while also employing the highest level of security standards that exist in the market today. All personal information is fully protected by the highest state-of-the-art layers of firewalls, specific authorization protocols and encryption.

The TUMI Global Locator retails for USD 200 in TUMI stores and online at www.TUMI.com. This price includes one year of wireless location tracking service, which commences from the date of purchase. Annual service plan renewals will be available at www.TUMI.com. For a preview of the TUMI Global Locator, please visit: <http://www.tumi.com/s/tumigloballocator>.

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ABOUT SAMSONITE

Samsonite International S.A. (the "Company"), together with its consolidated subsidiaries (the "Group"), is the world's largest travel luggage company, with a heritage dating back more than 100 years. The Group is principally engaged in the design, manufacture, sourcing and distribution of luggage, business and computer bags, outdoor and casual bags, travel accessories and slim protective cases for personal electronic devices throughout the world, primarily under the *Samsonite®*, *Tumi®*, *American Tourister®*, *Hartmann®*, *High Sierra®*, *Gregory®*, *Speck®*, *Lipault®* and *Kamiliant®* brand names as well as other owned and licensed brand names.

ABOUT TUMI

Since 1975, TUMI has been creating world-class business and travel essentials, designed to upgrade, un-complicate, and beautify all aspects of life on the move. Blending flawless functionality with a spirit of ingenuity, we're committed to empowering journeys as a lifelong partner to movers and makers in pursuit of their passions. Designed in America, for Global Citizens everywhere. The brand is sold globally in over 75 countries through more than 1,900 points of sale. For more about TUMI, visit www.TUMI.com.

ABOUT AT&T

AT&T Inc. ([NYSE:T](http://www.nyse.com/quote/NYSE:T)) helps millions around the globe connect with leading entertainment, business, mobile and high speed internet services. We offer the nation's best data network** and the best global coverage of any U.S. wireless provider. We're one of the world's largest providers of pay TV. We have TV customers in the U.S. and 11 Latin American countries. Nearly 3.5 million companies, from small to large businesses around the globe, turn to AT&T for our highly secure smart solutions.

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**Claim based on the Nielsen Certified Data Network Score. Score includes data reported by wireless consumers in the Nielsen Mobile Insights survey, network measurements from Nielsen Mobile Performance and Nielsen Drive Test Benchmarks for Q4 2016 + Q1 2017 across 121 markets.

ABOUT LugTrack

LugTrack LLC is a leader in the market for high performance global tracking technology. Pioneering innovation in a world of smart luggage, LugTrack develops problem solving technologies that create peace of mind for the travelling public. A portable device, the locator can be packed in any type bag, and shared amongst family & friends allowing freedom of choice for smart travel needs.

For more about LugTrack, visit www.lugtrack.com.

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