

FOR IMMEDIATE RELEASE

Erikson Consumer Announces Exclusive Canadian Distribution of Kooduu

Montreal, QC – March 23, 2026 — Erikson Consumer is pleased to announce its new partnership with Kooduu, becoming the exclusive distributor in Canada for the brand’s innovative light and sound lifestyle products.”

Kooduu is known for blending premium sound, ambient lighting, and Scandinavian design, creating versatile lifestyle products suited for both indoor and outdoor environments. As part of Erikson Consumer’s Home Comfort category, Kooduu brings a unique design driven offering to the Canadian market.

The initial Canadian assortment will include the following models, with availability expected Q2 2026:

Product	CDN MAP
Synergy 35	199.99
Synergy 50	279.99
Synergy 65	329.99
Atmos	269.99
Lite-up Play	399.99
Lite-up Play Mini	299.99
Sensa Play	329.99
Sensa Play Mini	179.99
Serena Play	379.99

“Kooduu redesigns what modern lifestyle products can be,” said Allison Chow, Director of Home Comfort, Erikson Consumer. “The fusion of light, sound, and design results in multi-functional products that feel very natural for today’s home. It’s a strong addition to our Home Comfort portfolio and offers Canadian retailers something that truly stands out.”

“Canada represents an exciting growth market for Kooduu,” said Steven Slijper, Partner and Managing Director of Kooduu. “Together with Erikson Consumer, we are proud to introduce our unique lifestyle concept to Canadian consumers. Erikson Consumer’s strong retail

relationships and expertise in the Home Comfort category make them an ideal partner to support our long-term growth in the region, and we look forward to building a successful partnership together.”

Erikson Consumer will work with Kooduu to support the brand in the Canadian market. For more information on Kooduu products in Canada, please contact Erikson Consumer.

About Erikson Consumer

Erikson Consumer is one of Canada’s largest independent distributors of audio & electronic solutions with a portfolio fortified by the industry’s most renowned brands of multimedia, luxury audio, home comfort and mobile audio products.

About Kooduu

Kooduu is a lifestyle brand creating design-driven products where light, sound, and ambience come together. Founded in 2017, with Dutch and Danish roots, the brand develops multifunctional designs for modern indoor and outdoor living. Through authentic Scandinavian design and high-quality audio, Kooduu enhances everyday moments. Set the mood. Wherever. Whenever.