

## Zagg Buys Mophie

Written by Marco Attard  
04 February 2016

---



In a move bringing the start of a phone accessory making empire Zagg acquires Mophie for \$100 million-- creating a "diversified leader" in battery cases, external batteries, screen protectors and tablet keyboards.

Zagg makes products ranging from smartphone cases to keyboards. On the other hand Mophie is best known for iPhone and Android smartphone battery cases and external batteries packs. The deal creates a company with combined 2015 net sales of around \$470m, as well as increased product creation capability and expanded global distribution channels.

"This strategic combination of two industry innovators with complementary product, brand and distribution platforms will enable us to deliver increased value for our customers and shareholders," Zagg says. "We see numerous opportunities to drive revenue growth and increase profitability by leveraging the strengths of both organizations to strengthen product development, improve brand presence, and expand distribution."

Go [Zagg and Mophie to Combine](#)