

**Motiv Inc. Announces Partnership with Dubai based UAE Retailer Sharaf DG**  
*Motiv Ring Expands Availability Internationally to the UAE Market*

SAN FRANCISCO, September 20, 2018 -- Motiv Inc., developers of breakthrough wearable technology, today announced a partnership with leading retailer Sharaf DG to make Motiv Ring available in the United Arab Emirates at all Sharaf DG Solution Bar locations.

“The Solution Bar at Sharaf DG is the perfect way to introduce Motiv Ring to those in the UAE looking for an innovative way to meet their health and wellness goals,” said Tejash Unadkat, CEO, Motiv. “This launch marks a major milestone in our effort to bring Motiv Ring to customers around the world.”

Featuring custom built micro-technology in an ultra-light and durable form, Motiv Ring tracks activity, heart rate and sleep. Designed to be discreet and comfortable enough to keep on all day, Motiv Ring is waterproof up to 165 feet, weighs less than a penny and features three-day battery life, quick 90-minute charge time, wireless Bluetooth syncing and three days of onboard memory between syncs.

Sharaf DG is the No. 1 specialty electronics retailer in UAE and prides itself on impeccable service and product knowledge. The Solution Bar offers a unique opportunity for consumers to learn about the mission and vision behind cutting-edge products from startups around the world and experience the products firsthand before purchasing.

“Physical retail is still an incredibly powerful touch point for customers. With our customized experiences and international customer base, Sharaf DG is the perfect place to test and fine-tune product offerings,” said Nilesh Khalkho, CEO of Sharaf DG.

Nilesh added, “We are excited to welcome Motiv Ring, one of the most innovative wearables on the market --and the first ring wearable in the UAE market -- to Sharaf DG this month.”

Motiv Ring, the groundbreaking first product from Motiv Inc., began shipping in September 2017 and is now beloved by customers nationwide. Since launch, Motiv Inc. has continued to expand operating systems, partnership integrations and distribution channels. Motiv Ring has been named the recipient of several prestigious design awards, including the CES Innovation Award, the Chicago Athenaeum Good Design Award and the Red Dot Design Award.

Motiv is now available in UAE at Sharaf DG Solution Bar locations: Ibn Battuta Mall, Abu Dhabi Mall, Deira City Centre, Dubai Mall, Mall of the Emirates and Times Square Center. Motiv Ring is also available in the United States from its online store MyMotiv.com as well as Amazon.com and select brick and mortar retail locations, in Canada from Amazon.com and BestBuy.com, in Australia from Amazon.com.au and in New Zealand from Amazon.com.

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**About Motiv Inc.**

Founded in 2013, Motiv is a breakthrough wearable technology company focused on designing products that fit seamlessly into people's lives and keep them living better. Our team shares a passion and breadth of experience in product design, consumer goods and innovative startups. Motiv creates products people want to wear, are easy to use and deliver meaningful experiences. The company is headquartered in San Francisco. Meet Motiv at [www.mymotiv.com](http://www.mymotiv.com), and connect with us on [Facebook](#), [Instagram](#) or [Twitter](#).

**About Sharaf DG**

Sharaf DG is the No. 1 specialty electronics retailer in UAE, serving millions of customers online and in its 35 stores across UAE, Oman, Bahrain and Egypt. The retailer has partnered with over 300 global brands and is a member of Euronics International, which operates over 10,000 stores in over 30 countries. Sharaf DG launched the Solution Bar Program in 2017, featuring award-winning and innovative products from startups around the world in a prime retail space within select Sharaf DG locations. The company is headquartered in Dubai, United Arab Emirates. Connect with Sharaf DG on their website, Facebook and Twitter.