

Press Release
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The Nordic More buys Swedish mobile marketing firm

More Mobile Relations is coming to Sweden. The Telenor subsidiary's major investment in mobile marketing is continuing with the purchase of industry-leader 12snap-Lokomobil. The aim is a substantial expansion in the Nordic market with a clear leadership role.

Sweden next in the Nordic region expansion

More Mobile Relations is growing fast and is already the largest mobile marketing company in the Nordic region with over 30 employees. In March 2008, the company bought Active Loop Marketing in Norway and N'volve in Denmark. The Telenor Group is founder and shareholder of More, but More is an independent company which provides operator-independent services. The company is now moving into Sweden with the purchase of 12snap-Lokomobil.

"We will be number one in the Nordic region. After the Danish and Norwegian acquisitions, we are continuing to expand, with the addition of Sweden's strongest player in mobile marketing", says Tom Lindberg, CEO of the More Mobile Relations Group.

Acquiring the industry leader

12snap-Lokomobil is one of the Nordic region's leading mobile marketing companies, focusing on strategy, technology and concepts. The firm was launched in 2002, and has already achieved highly-acclaimed campaigns for major organisations, including Pepsi and ATG. In the past, SMS campaigns were the main focus, but the company is now adopting multi-media solutions such as MMS and mobile sites. 12snap-Lokomobil is represented on the executive board of the industry association Morgan, and is a member of the Swedish Advertising Association's Mobile Advertising Committee.

"We have been involved in mobile marketing for almost a decade, but it is only now that the market really seems to be taking off. We are already recognised as a strong player in mobile brand construction and action marketing. With a link to an operator and as a part of a Nordic group, we now have the expertise we need to be unique on the market", says Martin Edwall, President of 12snap-Lokomobil.

More aims to grow mobile relations

The mobile marketing sector is responsible for only 0.5 percent of total advertising investment, according to IRM. But mobile is the wave of the future. There are as many subscriptions as there are people in the Nordic region, and mobile Internet is firmly established. For mobile marketing to take off, the focus must be on relevance, ease of access and responsiveness to demand. More Mobile Relations is totally committed to this approach.

"We can see how the mobile Internet is creating new consumer needs and increasing the level of interest in mobile marketing services. This opens business opportunities for Telenor. The market in the Nordic region is very much in its infancy, but there is a real opening for More to help it grow," says Christian Ursin Holm, Vice President, New Business, Telenor Group.

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For More information

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About More

More Mobile Relations is a newly established mobile marketing firm in the Nordic region, founded by Telenor, which is also the majority shareholder. Telenor is the world's seventh largest telecoms company, with operations in 12 countries. More was launched in March 2008 with the purchase of Active Loop Marketing in Norway and N'volve in Denmark, followed by the acquisition of the Swedish company 12snap-Lokomobil in May. The aim is to be the Nordic region's most attractive partner in relation-building via mobiles, by offering more effective, exciting and targeted marketing.

CVs of key executives in More Mobile Relations**Tom Lindberg, CEO More Mobile Relations Group**

Tom has 22 years' experience in IT and telecoms, most recently as senior advisor at Telenor Research & Innovation in Oslo. Before that, he was in charge of the Telenor-owned Digitania Group in Hungary, and of Telenor in the Czech Republic. During the 90s, Tom headed Telenor's Internet offer to private customers. Tom is qualified in business management in Norway and the USA, and studied strategic marketing at INSEAD in Paris. He lives in Asker outside Oslo, with his wife and two children.

Martin Edwall, President, More Mobile Relations Sweden, formerly 12snap-Lokomobil

Martin has worked with mobile marketing since 2000. He was first working at a pioneer company, room 33, but two years later he was the founder of Lokomobil together with two partners. Martin is represented on the executive board of the industry association Morgan. He is also a member of the Swedish Advertising Association's Mobile Advertising Committee. He lives in Stockholm, with his wife and two children.