

Press release
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Telenor-owned company More acquires Finnish technology company

More Mobile Relations is the fastest-growing mobile marketing company in the Nordic region. Now More is continuing this expansion through the takeover of Finnish company Add2Phone. The company aims to strongly develop the Nordic market and become a clear market leader.

Mobile marketing is a sharply expanding sector today. More Mobile Relations, known as More, is owned by Telenor and is currently the fastest-growing company in this sector. With the right expertise, knowledge of mobile phones as a communication tool and a broad offering in the Nordic countries, More aims to lead the Nordic market. More acquired three companies this spring: Active Loop Marketing in Norway, N'volve in Denmark and 12snap-Lokomobil in Sweden. The takeover of Add2Phone completes More's Nordic constellation, allowing the company to offer a wide range of mobile solutions for various customer segments and product areas throughout the Nordic region.

"Right from day one, More's strategy has been to include a leading technical platform in its Nordic group. We aim to be number one in the Nordic region. Because we'll be running several projects in different countries, we need a technical platform with high expertise and reliability. We've found this in Add2Phone," says Anders Børde, Marketing Director for More Mobile Relations Group.

More is biggest in the Nordic region

Norwegian Telenor is founder and part-owner of More Mobile Relations, but is also an independent company providing operator-independent services. More is the Nordic region largest mobile marketing company, with over 40 employees and the unique position of being represented in four Nordic countries. Add2Phone is a pioneer in its field, and has been operating since 2000. Add2Phone was involved in developing the technology behind mobile marketing, which has been adopted by many companies worldwide. Add2Phone develops and sells platforms and tools for mobile internet sites, communication solutions and mobile advertising. The company will now become part of the More Mobile Relations Group.

"It feels great to join the More Group. The fact that our platform will now be used for mobile campaigns throughout the Nordic region gives us great recognition for all our product development work. Having more projects and more resources will help us make our tools even better in the future," says Jari Anttonen, CEO of Add2Phone.

More aims to build mobile relations

Mobile marketing only represents 0.5 percent of total investment in advertising, according to IRM. But the future lies in mobile phones. In the Nordic region, there are as many mobile phone subscriptions as inhabitants, and mobile internet has gained a strong foothold. However, in order for mobile marketing to take off, focus needs to be placed on relevance and high accessibility, and the market must be controlled by

demand. More Mobile Relations will work along these lines.

For More information please contact:

Anders Børde, Marketing Director More

anders.borde@moremr.com

+47 906 260 54

About More

More Mobile Relations is Scandinavia's fastest-growing mobile marketing company. The company's founder and majority owner is Telenor, the world's seventh largest mobile operator with operations in 12 countries. More has offices in Oslo, Stockholm, Copenhagen, Ålborg and Helsinki. The company delivers mobile campaigns, mobile CRM solutions and strategic consulting. More aims to lead market development and be the most attractive partner in mobile marketing by offering more efficient, targeted marketing services. Visit us at www.moremobilerelations.com.