

ONMOBILE GLOBAL LIMITED,  
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October 11, 2018

To,  
The Secretary  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai-400 001  
**BSE Symbol: 532944**

The Secretary  
**National Stock Exchange of India Limited**  
Bandra Kurla Complex  
Bandra East  
Mumbai – 400 051  
**NSE Symbol : ONMOBILE**

Dear Sir/Madam,

**Sub: Intimation under Regulation 30 of the Securities Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, we hereby inform you that OnMobile Europe BV, subsidiary of OnMobile Global Limited ('the Company') has entered into an agreement today i.e. October 11, 2018 for acquisition of 100% shares of Appland AB. The disclosure for the proposed acquisition is enclosed as *Annexure A*.

In this regard, the Company propose to issue a press release and same has been enclosed as *Annexure B*.

Please take the above on record.

Thanking you,

Yours sincerely,  
For OnMobile Global Limited

*P. V. Varaprasad*

P.V. Varaprasad  
Company Secretary



Encl: a/a

**Disclosure for the proposed acquisition 100% shares of Appland**

1.	Name of the target entity, details in brief such as size, turnover etc.	<b>Name</b> : Appland AB <b>Size</b> : Capital of SEK 110, 622
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”?	No
3.	Industry to which the entity being acquired belongs	Mobile Entertainment with special focus on Game wrapper technology.
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	To expand business operations of OnMobile group into Mobile games subscription market.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Nil.
6.	Indicative time period for completion of the acquisition	Immediate / 1 day
7.	Nature of consideration - whether cash consideration or share swap and details of the same	Cash consideration
8.	Cost of acquisition or the price at which the shares are acquired	Not exceeding USD 15 Million in two or more tranches including an earn out portion
9.	Percentage of shareholding / control acquired and / or number of shares acquired	100% Shareholding consisting of 110,622 shares of SEK 1/- each
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	<b>Products/line of business</b> :  Appland developed game wrapper technology allowing commercialization of All You Can Eat games clubs with monthly subscription – “Netflix for games/Apps”. 80+ live games clubs deployed through VAS partners and Mobile Network Operators in over 35 countries in all continents.  <b>Date of incorporation:</b> July 18, 2013  <b>Country of presence</b> : Sweden



## **OnMobile Global Limited acquires Appland AB**

**Bengaluru, October 11th, 2018:** OnMobile Global Limited, a global leader in mobile entertainment, today announced it has signed a definitive agreement to acquire Appland AB, one of the world's most popular games and kids App Clubs subscription services.

This acquisition reflects the increasing importance of OnMobile's strategy to become a leader in the fast-growing mobile games market and expands its games footprint to all continents. OnMobile also announced that Jonatan Redvik, CEO and Founder of Appland, will take up the Vice-President role of its newly-formed Games Subscription Business Unit (GSBU) and Appland's CTO Henrik Lewander would assume the role of CTO of GSBU.

Appland AB is a pioneer in cloud-based mobile distribution and monetization company headquartered in Gothenburg, Sweden. Appland today provides premium games and kids apps as a white-labeled subscription service to more than 80 carriers in over 40 countries. It also offers white-label App stores with curated international and local content. Appland was founded in 2011 and provides its cloud-based app-distribution, subscription and monetization services to several well-known telecom operators and global corporates across the world, such as Reliance Jio, Ericsson and Ooredoo.

"We are very excited about this strategic acquisition. The combination of OnMobile and Appland will provide immediate business value and innovation to our customers. Our roadmap is to roll out over 100 games clubs by the end of this financial year, increase subscriptions and boost revenues through joint marketing effort with our operators and distribution partners." said François-Charles Sirois, Chairman & CEO of OnMobile

"OnMobile's global presence, experience, and product portfolio, coupled with Appland's flexible cloud-based software platform capabilities, will help us to create the future of mobile entertainment," said Jonatan Redvik, CEO and Founder of Appland.



### **About OnMobile:**

OnMobile [NSE India: ONMOBILE] [BSE Ltd: 532944], headquartered in Bangalore, India, and with offices in all regions of the world, delivers over 575 million music plays daily to mobile customers worldwide. Based on current deployments, OnMobile has an addressable base of more than 1.5 billion mobile users across several geographies.

### **About Appland:**

Appland makes it possible for consumers in Indonesia, Mexico, Oman, USA, Iran, El Salvador, Malaysia, Jordan, Iraq, Bangladesh, Panama, Myanmar, Cambodia, Egypt and many more countries, to play the world's best games, use playful kids apps, be entertained and experience great apps.

Understanding how to distribute apps and generate revenue is hard. Appland helps its customers with a platform, content licenses, management and experienced advice so they can launch an App Store / Subscription Club anywhere in the world. Appland is proud to have installed 1st solutions on over 10 million devices in more than 200 countries.

*Elevera Advisers AB (eleveraadvisers.com) acted as Appland AB's exclusive financial advisor for the transaction.*

For further information, please visit [www.onmobile.com](http://www.onmobile.com)

### **Media Contact:**

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