

## **OnMobile Closes Deal to Acquire Livewire Mobile**

To increase thrust into North American market with expanded mobile entertainment portfolio

**Bangalore, India: July 22, 2013:** OnMobile Global Limited, a global leader in telecom Value Added Services (VAS), announced today that its acquisition of Livewire Mobile has closed.

Livewire Mobile's comprehensive portfolio of mobile music, RBT and gaming solutions and its marquee client base including: Sprint, metroPCS, US Cellular and Cricket, will combine with OnMobile's prestigious American customer base including AT&T, T-Mobile and Rogers to establish a footprint at six of the top ten mobile operators in North America

The new combined entity presents a single source solution for integrated Value Added Services that will cater to high value subscriber segments, including youth and upwardly mobile professionals.

"Global mobile operators have struggled to monetize mobile data beyond core data plans, partly due to aggressive competition from OTT players over the last several years," said Harry Wang, lead mobile analyst from international market research firm Parks Associates. "The mobile VAS market represents an attractive opportunity for operators, but they must find an efficient means to aggregate, package, distribute, and manage these content and services in order to create a differentiated user experience." Wang continued, "Managed service partners, such as OnMobile, could provide this expertise more efficiently."

David Fondots, VP, Head of North and Latin America, who will head up the combined entity operations said: "As operators invest in LTE migrations to address the exponential growth of mobile data consumption, it is critical to offer solutions that not only acquire, but retain high value subscribers. With embedded device solutions conveniently tied to Operators' billing services, OnMobile will now be able to provide consumers with personalized value added service bundles and pricing that cannot be matched by OTT players and other siloed services".

"RBT, Music and gaming are some of the fastest growing mobile market sectors. Our ability to leverage extensive content provider relationships and proven expertise in mobile application marketing, give OnMobile a distinct advantage to deliver sticky content solutions that allow operators an opportunity to regain a stake in the value chain, acquire new subscribers, and monetize their LTE investment".

OnMobile Global Limited is already one of the largest B2B digital Value Added Service providers globally, providing mobile entertainment services for top Telecom operators in Asia, Africa and Europe. OnMobile has unparalleled experience with the world's largest mobile providers creating new programs that successfully leverage Value Added Services such as RBT, Music and Gaming's consumer appeal to create new subscriber acquisition programs tied to data and core services.

### **About OnMobile**

OnMobile [NSE India: ONMOBILE], headquartered in Bangalore, India, with services in 59 countries, is the leading Value Added Services [VAS] company for Mobile, Landline and Media Service Providers. OnMobile offers an innovative array of products in Mobile Entertainment, Search and Discovery and Mobile Cloud services. The products span a range of delivery channels, enabling OnMobile's 92 telecom and media customers to generate high revenues. With over 1600 employees worldwide, OnMobile has offices around the globe, including London, Paris, Madrid, Silicon Valley, Miami and Seattle.

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