

OnMobile secures multi-year Ringback Tones partnership renewal with Movistar in Latin America

Bangalore, June 22, 2015: OnMobile Global Limited (OnMobile), a leading provider of mobile music offerings, is proud to announce that it has renewed its existing partnership with Telefónica's Movistar operators in Latin American Spanish speaking countries. As per the agreement, OnMobile will continue to power its flagship Ringback Tone (RBT) service to Movistar's 132 million plus subscribers across 13 countries in Latin America for the next four years.

"We are very proud to continue our partnership with Movistar, an iconic consumer brand. This ongoing relationship strengthens our competitive leadership in one of our higher value markets," stated Sanjay Bhambri, OnMobile's Chief Commercial Officer. "RBT, our signature product, provides a personalized calling experience with innovative options including music search, discovery and download. It is a shared communication space that connects people before they actually get connected! We will continue to evolve RBT by including unique features that will benefit Movistar subscribers and provide an enhanced mobile experience," he added.

"OnMobile, a key ecosystem player, has been a valued partner of Movistar since 2010. Over these last few years, its RBT products have risen to take up top positions in the contents' business across many of our markets in Hispanic America; a region that is key to Telefónica's growth strategy," declared Mr. Leandro Musciano, Director of Products and Services, Telefónica Hispanoamérica. "OnMobile's RBT service is in line with Telefonica's vision to offer our customers services and products that transform the way they keep in touch, have fun and share," he added.

The renewal of this agreement fortifies OnMobile's global partnership with Telefónica, a leader in digital transformation and reiterates OnMobile's position as the market leader in RBT products.

About OnMobile

OnMobile [NSE India: ONMOBILE], headquartered in Bangalore, India, and with offices in all regions of the world, delivers millions of music plays daily to mobile customers worldwide. Based on current deployments, OnMobile has the potential to reach more than 1.1 billion mobile users across several geographies. For further information, please visit www.onmobile.com.

About Telefónica

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalization and number of customers. With its best in class mobile, fixed and broadband networks, and innovative portfolio of digital solutions, Telefónica is transforming itself into a 'Digital Telco', a company that will be even better placed to meet the needs of its customers and capture new revenue growth. More information is available at www.telefonica.com.

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