

■ Group Profile

Neomobile is a Mobile Media company, one of the fastest growing players in the Industry and a global leader in Mobile Entertainment and Mobile Marketing Services.

The Company designs, develops, markets and distributes digital content and interactive services for mobile users in partnership with Mobile Network Operators and Media Companies around the world. Active since 2004, Neomobile is a leader in the Direct-to-Consumer (D2C) segment, currently the number one player in Italy and among the top players in Spain, Brazil, Turkey and France. The increasing success in the Mobile Entertainment sector has led Neomobile to also achieve a prominent role in the B2B segment designing, developing and managing content and technology solutions and services for Mobile Network Operators and Media Companies.

The Company is also a pioneer in the Mobile Marketing space and has recently launched a fully dedicated division: Neomobile Marketing Solutions. The Business Unit is fully dedicated to designing, developing and managing end-to-end mobile advertising and promotion campaigns for agencies and advertisers.

Neomobile operates throughout Europe, Asia and Latin America and it is an active member of the Mobile Entertainment Forum (MEF) and of the Mobile Marketing Association (MMA).

■ Key Milestones

November 2004: Teleunit's 'Mobile VAS' Business Unit is created. Dindo 48288 is launched in Italy simultaneously for TIM, Vodafone and Wind customers (launched on H3G in 2008).

March 2006: Launch of Mobile VAS services in Turkey under the 'Dito Mito' brand (April 06).

February 2007: Spin-off of Teleunit's Mobile VAS Business Unit and incorporation of Neomobile SpA.

June 2007: Start up of operations in Spain. Start up of operations in Brazil in December of the same year. (Dindo Brazil services launched in 1st Quarter 2008).

October 2008: MPS Venture (Private Equity Fund of the Montepaschi Group) invests 10 million euro in Neomobile.

September 2008 - January 2009: Neomobile finalizes the acquisition of Arena Mobile, a global leader in the B2B segment.

April 2009: Neomobile launches in Italy Vip Power, the first Application Store cross-operators and cross-devices.

May 2009: Neomobile launches a partnership program with leading social networks and dating companies to enable mobile access and mobile micropayment in Italy and globally.

August 2009: BlueGem invests in Neomobile becoming a key shareholder of the Company together with MPS Venture which increases its investment. BlueGem and MPS Venture replace Teleunit SpA, the previous controlling shareholder.

November 2009: Neomobile Marketing Solutions is the new division dedicated to mobile advertising and promotion campaigns for ad agencies and advertisers.

December 2009: Neomobile launches D2C services in Mexico under the Brand Dindo and announces launch of D2C in India.

■ Key Figures

Business track record: compound revenue growth of >50% in 3 years.

More than **5 million** users downloaded Neomobile digital content in 2008.

Addressing a potential market of **over 1,5 bln** mobile lines.

6 popular consumer brands (Dindo, ToutpourtonMob, Duşuş, VipMobile, Vip&Fun, Dito Mito).

200 young and highly skilled professionals.

Offices in **14** different countries addressing **30** markets around the globe.



Roma | Barcelona | Ciudad de México | Miami |
São Paulo | Lisboa | Casablanca | Madrid | London | Paris |
Milano | Istanbul | Mumbai | Dhaka | Shanghai | Tokyo

Top Management

Gianluca D'Agostino – Chief Executive Officer
Claudio Rossi – General Manager

Shareholders

BlueGem L.P. (46%)
MPS Venture SGR (40%)
Neomobile Mgmt (14%)

Fact Sheet - Q1 2010

■ D2C - Content and Services

Neomobile has gained extensive experience and know-how in designing, marketing and delivering content and services directly to consumers (D2C). The content and services portfolio spans from ringtones, ringbacktones, graphics and games, to music, applications, chat and social networking. Services are distributed through the proprietary SMS, Wap, Web and Voice **multichannel platform** and marketed through its **well known consumer brands** in Italy, Spain, Turkey, Brazil, France and Mexico. Neomobile's strong media know-how leads to effective cross-channel marketing communications strategies. Customers high quality experience, satisfaction and loyalty are guaranteed by the many initiatives undertaken by Neomobile such as the promotion of the first Italian Code of Conduct for Subscription Services (**CASP**) and the implementation of **parental control tools**. Neomobile Touch and Play is today the n°1 player in Italy and among the top 5 D2C players in Spain, Brazil, Turkey and France.



■ Mobile Marketing

Neomobile's new Business Unit, fully dedicated to mobile marketing, plans, designs, develops and manages marketing and advertising campaigns through a **modular and consultancy approach** leveraging on its global experience in digital media, its partner network and technology assets. The broad portfolio of marketing tools offers world class expertise mobile marketing services and ranges from **standard solutions** (search and display advertising, SMS/MMS permission marketing) to **innovative and customized projects** (contests and instant win, UGC content and communities, mobile sites, ringbacktone ads, branded mobile applications & games) in order to help brands, advertising agencies and media groups to deliver high levels of return on investment.

The offer is based on ready-to-use complete solutions for the client, harmonized with the whole marketing strategy. **Neomobile Marketing Solutions** has developed and successfully managed several mobile marketing campaigns, with leadings Media Agencies and Brands including **Ogilvy, Nokia, Cocacola, TAM, Diageo**, among others.



■ B2B - Content and Technology Solutions

Arena Mobile, recently merged into the Neomobile Group, was founded in 2001 in Spain. Over the years, it has consolidated its position as a pioneer and global leader in mobile content and technology solutions and services. It has a track record of successful projects developed for the main Mobile Network Operators and Media Companies such as Telefónica, TMN, Vodafone, Orange, CCTV and RTP, just to mention a few. The Solutions and Services include: Master Content Provider (providing solutions for operators using world-class technology and content), Multimedia Mobile Stores (Full Track, Video and Application Stores accessible via Mobile and Web), B2B2C Solutions driving successful web and media products towards the mobile world and business model and Tailored Technical Developments.



RECENT B2B AND MOBILE MARKETING KEY PROJECTS

TMN - Portugal - Music Full Track Download Store Music Box with innovative 'No Pay, No Play' concept (Mobile / Web).

Huawei - Telefónica LatAm - Alert services for 7 Telefónica carriers throughout Latin America.

Airtel - India - SpeedFlirt, one of the most successful dating services in the region.

Diageo - Multichannel mobile campaigns for the brands Smirnoff and Chivas.

Coca Cola - Mobile campaign, in partnership with online advertising agency Gringo, for the Brazilian launch of new Motorola device: Motocubo.

Università 'La Sapienza' di Roma - Mobile campaign to promote the Master in Marketing Management.

TAM Airlines - Mobile campaign, 10 years connecting São Paulo/Paris. Interactive SMS campaign to promote the flight for French audience.

ILKO - A fully dedicated mobile site to promote the new canned iced coffee distributed by the joint venture between Coca Cola and Illy through a 'search & display advertising' for the Italian market.

Corporate Headquarters

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