



PRESS RELEASE

net mobile AG presents Direct Carrier Billing and Anyscreen for the first time in the MENA region

"Telecoms World Middle East 2014" provides the kick-off event for net-m's expansion into the Middle East and North Africa

Dusseldorf, September 26 2014 – net-m's first-time exhibitor participation at the "Telecoms World Middle East", which takes place from 29 to 30 September 2014 in "The Conrad Hotel" in Dubai, heralds the start to expand into the important growth regions of the Middle East / North Africa ("MENA").

"Having been able to sell our two flagship products Direct Carrier Billing and Anyscreen to multiple mobile operators in Europe and Asia, we now want to win over mobile operators in the Middle East and North Africa with our innovative solutions. With this in mind, we are presenting our Direct Carrier Billing solution which provides a billing option via mobile network operators for content providers and OTT players, like Google Play and the Windows Phone Store, which will increase their sales. We are also presenting our flexible White Label IP and Mobile TV solution "Anyscreen" for the first time at an international exhibition in the MENA growth region." explains Edgar Schnorpfeil, CEO of net mobile AG.

The MENA region is one of the most promising growth regions in the telecommunications industry. According to a study by Analysis Mason the mobile phone market in the Middle East and North Africa has grown more than five-fold in the last 10 years. Moreover, a large part of the population in this region is under 25 and is therefore particularly receptive to mobile communication products.¹

"I am sure that many young people in particular will soon benefit from our Anyscreen and Direct Carrier Billing solutions in this region." commented Schnorpfeil about the potential for net-m in the growth region.

¹ Analysis Mason, Research Report „MENA telecoms Market: strategies and opportunities 2008-2013“

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About net mobile AG

net mobile AG is a leading international full-service provider of mobile value added services and payment solutions. The company, founded in November 2000, is regarded as an innovation leader in the marketplace. Clients worldwide include national and global mobile telecommunication providers, media companies, online shopping portals, brand name companies and television networks, for which complete white label solutions such as direct carrier billing and mobile television services are provided. Since December 2009, NTT DOCOMO, INC. is the main shareholder with over 87% share ownership. For more information please visit www.net-mobile.com.

If you have any further questions, we will be most happy to help. We will gladly establish a direct contact to the responsible person at net mobile AG.

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