



CREATHOR  
VENTURE



## Press Release

February 28, 2012

**NEW YORK - Mobiles Republic, a leading publisher of applications for smartphones, tablets and connected devices, announced that its popular free news apps News Republic, APPY Geek and Glam Life logged close to a million active users and 100 million page views in the month of January 2012. This achievement comes on the heels of the company's recent announcement that all three apps have reached the Top 10 on Android Market™.**

In conjunction with this news, Mobiles Republic announces that its top-rated APPY Geek technology news app is now available on the Apple iPad™. Previously available for iPhone, Android™ Tablet and Android™ Phone, the app has proven popular among tech enthusiasts, reaching the top 10 on Android Market's Top Free News & Magazines Apps chart.

"We are elated that the 15 million-plus iPad users can now use Appy Geek to keep on top of the tech news most relevant to them," says Gilles Raymond, CEO, Mobiles Republic. "The increasing popularity of our apps is another stepping stone in building on our mission to be the worldwide leading apps publisher across all platforms. Outstanding ratings as well as fast-growing usage are very encouraging to accelerate on this path".

Mobiles Republic's free news aggregate apps were designed for general users (News Republic), tech enthusiasts (APPY Geek) and lifestyle/fashion fans (Glam Life). Each app delivers thousands of full articles each day from leading news sources, and allows users to create customized "myNews" channels that filter this mass of information down to their exact topics of interest. They can then click on headlines to view complete articles -- not just RSS feeds -- all within the same window, without having to surf outside the app. Users can further research the stories that are most important to them by using the apps' Word Cloud feature to bring up related articles, YouTube links and Wikipedia entries. Real-time alerts keep users completely in touch and up to speed when important news breaks on their favorite subjects.

News Republic is available for all of the top mobile phone and tablet platforms, including iPad, Android™ Tablet, Blackberry, iPhone, Android™ Phone, Nokia, Samsung and Windows Phone, at <http://www.news-republic.com>. APPY Geek is available for iPad, Android™ Tablet, iPhone and Android™ Phone at <http://www.appy-geek.com>. Glam Life is available for iPhone and Android™ Phone at <http://www.glamlife.me>.

Currently, Mobiles Republic features as one of a limited number of Android developers at Mobile World Congress 2012 (Barcelona, Feb. 27-March 1), demonstrating its apps on the Android Stand (Hall 8 C25). The company is also planning to make a major announcement at the conference regarding the future of its flagship News Republic app.

#### **About Creathor Venture**

CREATHOR VENTURE manages funds of over 150 M Euro in total and invests in technology-oriented companies and entrepreneurs from the area of IT, telecommunication, media, new materials, nanotechnology, clean tech and life science. The management team at Creathor Venture includes the founder of former Technologieholding, Dr. Gert Köhler, as well as Ingo Franz and Karlheinz Schmelig. With 25 years of experience in the venture capital market, Creathor has been acting as lead investor for more than 200 companies, participating in over 20 IPOs and numerous trade sales. In the past, Creathor has achieved fund returns significantly above average. Investors of the current fund Creathor Venture II include the ERP-EIF Dachfonds and the European Union through which the Fund receives funding, originating Multiannual programme for enterprise and entrepreneurship (MAP), fund-of-funds, family offices, entrepreneurs as well as Creathor's team.



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#### **About Mobiles Republic**

Founded in 2008, Mobiles Republic quickly established a reputation for innovation and excellence in developing successful apps for the smartphone market as well as award winning apps for feature phones including the prestigious Sony Ericsson Content Award. Mobiles Republic has developed TagNav®, a semantic search and semantic targeting solution that powers its News Republic, APPY Geek, Biz Report and Glam Life applications. The company has expanded rapidly and has established strong relationships with leading publishers, global media brands and handset manufacturers as well as extensive partnerships with mobile network operators. Mobiles Republic applications are preloaded on Lenovo, Motorola and Sony Ericsson devices in several regions. You can follow News Republic on Facebook and Twitter. Android Market and Android are trademarks of Google, Inc.

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