

## Press release

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### **Telecom veteran Jan-Mikael von Schantz joins CellTribe board**

Jan-Mikael von Schantz takes a position on the Board of Directors at CellTribe AB. Von Schantz has over 25 years of Telecom experience. In his latest position at Telia, he was Senior Vice President of the Telia Group, Director of HR and Head of Corporate Development.

"von Schantz brings many years of international experience from the telecommunications industry, both from Telia and as former President of Ericsson.Finland. This is of high value for CellTribe going forward, says Anne Lidgard, CEO of CellTribe Europe. "His engagement in HR issues is an important factor for our plans to expand rapidly in this emerging market."

"CellTribe is a company with a promising future, says Jan-Mikael von Schantz. "CellTribe has a unique tandem strategy of consultant services and a mobile portal. This will bring many advantages as the market takes off". "We will see a very high growth rate in mobile services", continues von Schantz. "Sweden's position as a pioneer country in mobile telephony gives Stockholm-based CellTribe a leading edge in their planned European expansion."

CellTribe is a mobile community provider based in Stockholm. CellTribe Business Solutions helps companies develop and implement mobile Internet strategies and solutions. CellTribe Mobile Services offers through its portal interactive services directly to end-users.

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