

Aspiro delivers billing- and gateway for Sanoma

Aspiro Mobile Solutions has signed an agreement with Sanoma to handle billing-and gateway services for the European media group in Finland. The agreement is considered the first step in a wider cooperation between Aspiro and Sanoma for mobile solutions and services.

The Sanoma group posted 2008 net sales of 3,030 million Euros and has about 20,000 employees. It is a growing European media group with activities in 20 countries, with a market leader position in eight of them. In Finland, the group has a unique position with a leading multimedia portfolio and it focuses on international growth in magazines, educational publishing, digital business and press distribution.

The agreement means that Aspiro Mobile Solutions will handle billing and gateway services for all their sms activities in marketing, orders and other mobile business, starting with their short number 18577 and continuing with their remaining short codes and business.

“We consider Aspiro the leading provider of Mobile Solutions and chose them because they provide a wide range of possibilities to improve our Mobile Marketing. Working with them is flexible and fast”, says Heidi Ioannidou, Direct Marketing Director at Sanoma Magazines Finland.

“This agreement further strengthens our position as a leading gateway provider in the Nordic countries and we are very glad to add Sanoma, a leading European media group to our customer list. The agreement will also contribute to revenue growth for Mobile Solutions”, says Gunnar Sellæg, CEO of Aspiro.

For more information, please contact:

Kristin Breivik Eldnes
Head of Corporate communications and IR
Tel: +47 908 07 389
e-post: kristin.eldnes@aspiro.com

Erling Paulsen
Head of Mobile Solutions
Tel: +47 945 01 122
e-post: erling.paulsen@aspiro.com

Aspiro in Brief

Aspiro is the market leader in mobile entertainment in the Northern European region. Using Aspiro's services, users can do things like watch TV, listen to music and play games on their mobile phones. Aspiro's subsidiary Rubberduck has a world leading mobile-TV solution. Aspiro is also one of the leading players in mobile marketing and mobile solutions in the Nordic countries. Services are delivered to companies such as Telenor, TeliaSonera, Tele2, 3, NRK, BBC and Fox Movies. Aspiro was incorporated in 1998 and is a small-cap company listed on the Nasdaq OMX Stock Exchange in Stockholm. In 2008, Aspiro's sales were SEK 426 m and the company has some 140 employees. The head office is in Sweden with local presence in Norway, Sweden, Finland, Denmark, Estonia, Latvia, Lithuania and the US.