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EUROPOLITAN

Europolitan to sell network capacity to LunarStorm

Europolitan and LunarWorks have signed a long-term service provisioning agreement. LunarWorks runs LunarStorm - a web site for young people that has been successful in attracting just over 650,000 members in a short space of time. LunarStorm will start marketing and selling mobile telephony services to its members under its own brand.

“The collaboration will enable LunarStorm to offer mobile telephony services while meeting its members’ mobility and communication needs,” says Anders Sjöholm, head of network business at Europolitan. “LunarStorm has around 10-15 members in every Swedish upper secondary school class, making it an attractive collaborative partner for us. For Europolitan, the collaboration means that we will increase the traffic volume in the network, which will generate higher revenues for us on our investments in infrastructure.”

LunarWorks will start marketing its mobile services this year.

“LunarStorm satisfies fundamental human needs like seeing, being seen and communicating. Research among our 650,000 members shows a very strong desire to link LunarStorm with mobile telephones,” says Kjell Sallén, MD of LunarWorks. “Young people want to know about what’s going on around them, which is why they visit LunarStorm several times a day. The collaboration with Europolitan will enable us to provide services that will help our members to communicate even more closely using their LunarStorm – the mobile operator for young people,” concludes Kjell Sallén.

Europolitan AB is a Swedish GSM operator with a licence to build a 3G mobile network. The company’s head office is in Karlskrona, Sweden. Europolitan is a leader in the field of technically advanced services. The Europolitan Group comprises the stock market listed parent company Europolitan Holdings AB, as well as the subsidiaries Europolitan AB, Europolitan Stores AB, Ocom AB, Doberman AB and Mobile Relations AB. The Group has around 1,300 employees.

www.lunarstorm.se is Sweden’s largest web community, chat and youth site. Just one year after its launch, LunarStorm has over 650,000 members. The web site registers at least 100,000 different visitors daily. For the vast majority of Sweden’s youth, LunarStorm is as natural as mobile telephones and pure drinking water. 55 per cent of Sweden’s 15-18 year olds are LunarStorm members.

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