

# Aspiro signs micropayment agreement with marketplace Finn.no

**Aspiro Mobile Solutions has signed an agreement regarding micro payments through marketplace Finn.no. Under the agreement, all telephone payments for ads that are posted by Finn-market users will be managed through Aspiro's solution.**

Finn.no is Norway's largest buying and selling market on the Internet. The service has over 4 million users per month and on average there are about 300 000 ads available on the site.

The agreement is among the largest Aspiro has signed in the business area Mobile Solutions and could potentially generate a significant revenue growth for the group. The agreement means that Aspiro will handle all available telephone numbers, which customers are calling in to when paying for their ads on the site. The micro payment is then charged to the user's cell phone bill. The solution will also enable new and flexible price ranges for different types of ads.

*"SMS and premium rate calls are very efficient payment methods when it comes to smaller transactions. Aspiro has extensive experience in this type of payments, partly through sales of our own services and partly as a supplier to other players. In recent years we have focused heavily on developing and selling payment solutions and we are delighted that Finn.no, which has long been at the forefront of new payment methods, has chosen us as a supplier,"* says Gunnar Sellæg, CEO of Aspiro.

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## **Aspiro in Brief**

Aspiro has a unique position as the world's only provider of both streaming music and TV services delivered as a complete white label service to partners. As the market leader in mobile entertainment in the Northern European region, Aspiro utilize over ten years mobile technology and retail experience, delivering its premium services to companies worldwide including T-Mobile, Telefónica O2, Telenor, 3, TeliaSonera, BBC, Aftonbladet, mBlox, TVNorge, Entel and VG. Aspiro is listed on the Nasdaq OMX Stock Exchange in Stockholm, with local presence in all Nordic and Baltic countries and the US. 2009 sales were SEK 441 m and the company has some 140 employees.