



Press release

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Goyada develops mobile pay services for MSN

Goyada, a Swedish m-commerce company, continues entering agreements with leading portals. Latest to sign on is MSN, who has chosen to cooperate with Goyada in order to offer attractive services to its customers. Mobile pay services provided by Goyada open up new opportunities for both MSN and Goyada to generate new revenue streams. For Goyada, the collaboration also means that the company will be commercialising more of its own services.

MSN has signed a cooperation agreement with Goyada for mobile pay services. Goyada, one of the pioneers in Sweden within m-commerce and mobile marketing, has been running mobile pay services on its platform for close to a year - Yadafuel. The Yadafuel service enables users to buy top-up codes for prepay-phones over the Internet. With the addition of the YadaServices suit to the platform, a wide range of attractive pay services is introduced. Services such as downloading ring tones and logos to your mobile phone as well as participating in games and quizzes and even an SMS-based dating service.

Mobile pay services is an attractive way for commercial sites to increase revenue. The fee paid by the customers to use the services, is shared between the network operator, the company offering the service, the content provider and Goyada.

"The mobile service market is expanding rapidly. This year, the market for these services is expected to be worth around 1.8 billion euro. The demand for mobile services, both from the commercial sites and from their visitors, is completely different now than it was just six months ago. We anticipate being able to enter a large number of similar business agreements in the near future," says **Per Morten Karlsen**.

Goyada is currently engaged in discussions with several interested international partners. Partners that can provide the capital and strategic expertise that will enable continued development and further commercialisation of the company's portfolio of services. The value discussed is in the range of Euro 10-11 million.

For further information, please contact:

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Goyada is a Swedish m-commerce company supplying services for mobile marketing and m-commerce. The company was founded in June 1998 and now offers its services in e.g. Sweden, the UK, Italy, Germany, Austria and Switzerland. Goyada is owned by e.g. Speed Ventures, Nomura, Internet Ventures and TD Capital.