



Siemens Mobile Acceleration GmbH invests in Ledstiernan portfolio company the PhonePages of Sweden AB

Ledstiernan portfolio company The PhonePages of Sweden AB today announced that Siemens Mobile Acceleration GmbH – smac – has acquired shares in the company. In addition to the investment, smac will assist in utilising the strong telecom sales and market position of Siemens and further in implementing phonepage technology into Siemens mobile devices.

Siemens Mobile Acceleration GmbH (smac), Germany, has initially acquired a 10.7% share of the PhonePages of Sweden AB for 10.8 MSEK. In addition to the investment, smac will assist in utilising the strong telecom sales and market position of Siemens. One part of the cooperation that has already started is the implementation of phonepage technology into Siemens mobile devices. Plans are to have prototypes for evaluation ready within a few months and terminals commercially available within a year.

- "We feel that Siemens is an ideal partner due to a strong market position towards operators and an innovating terminal strategy. The cooperation with Siemens is an important step towards our idea to replace today's mobile phone caller ID with a web page that presents the company or the person who calls," says Carina Dreifeldt, CEO of the PhonePages.
- -"The PhonePages technology has the potential to become a world wide standard in current and future mobile networks and devices", says Dr. Dietrich Ulmer, CEO of Siemens Mobile Acceleration GmbH, Munich. "It could well be the mobile application the market has been waiting for."

The current ownership structure is as follows: The founders, Carina Dreifeldt, Per-Åke Minborg and Bo Krusell, own 49,2 % of the company. The investment company Ledstiernan has invested MSEK 24 and owns 35,6%, Skanditek 4,5% and Siemens Mobile Acceleration GmbH 10,7%.

About the PhonePages

The PhonePages of Sweden AB was founded in January 2000. The company has developed an innovative technology for wireless Internet, which is offered to mobile operators, device suppliers and directory service companies. A phonepage is a homepage for mobile devices, stored on the Internet and automatically displayed at certain events triggered by the mobile device e.g. incoming calls, answering, hang-up and roaming. Today they have more than 500 patent claims in both USA and Europe. Olof Stenhammar is the chairman of the board. Visit the homepage for more information: www.thephonepages.com

About Siemens Mobile Acceleration

Siemens Mobile Acceleration GmbH (smac) provides comprehensive support for business ideas in the field of mobile communications, in return for which it receives shares in the companies. Interested start-ups can obtain further information about the Siemens subsidiary under www.smac.siemens.com.

About Ledstiernan

Ledstiernan is building a leading European seed- and venture capital company with aspecial focus on wireless communication and mobile internet. Ledstiernan is listed on the Stockholm Stock Exchange. For more information about Ledstiernan see www.ledstiernan.se.

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