



Press release

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Goyada secures ₣13 m in Nomura-led financing round
Leading Swedish m-commerce company plans rapid European expansion

Goyada, the innovative Swedish wireless services company, announced today that it has completed a ₣13 million second round of financing, led by Nomura International plc. Other investors include Internet Ventures, TD Capital, BG Media, Broadband Capital, Riverside Management Group and Goyada's initial investor Speed Ventures.

Headquartered in Sweden's "Wireless Valley", Goyada develops and provides wireless services, handles mobile transactions and is a market leader in marketing via mobile phones. Its services are already available to the full wireless population via SMS and WAP. Goyada was the first company in Sweden to use the mobile phone as a marketing tool.

Goyada's key products include:

- YadaFuel, enables prepaid mobile users to buy airtime via the Internet,
- YadaPost, sends personalised news and information direct to users' mobile phones and is subscribed via the mobile phone,
- YadaQuiz, enables quiz e-services via mobile phone, and
- YadaPrice, provides comparison shopping services.

Anders Olsson, CEO of Goyada said, "The funding will fuel Goyada's business development and international roll-out, while strengthening the company's positioning in the key European markets of Germany, the UK and Italy. We aim to establish Goyada as the natural partner for mobile marketing transactions and solutions in the m-commerce space, so mobile transactions will be at the core of our strategy. This financing round recognises Goyada's cutting-edge profile in this emerging sector."

Liana Logiurato, Associate Director at Nomura International commented: "Goyada's services will form a key part of the emerging m-commerce sector, which is expected to take off rapidly over the next couple of years. Goyada's ability to generate innovative products and services is very impressive and their m-commerce services are feeding the most promising customer segments in the wireless sector: prepaid and youth. This strong syndicate of investors from six different countries will play a pivotal role in Goyada's expansion."

Goyada's early investors include Speed Ventures, Emerging Technologies and Claes Dahlbäck (former CEO of Investor AB).



For further information, contact:

Anders Olsson, CEO, Goyada - Tel. +46.8.555 17200, mbl +46 707 34 84 57,
e-mail: anders.olsson@goyada.com

Liana Logiurato or Graeme Muir, Nomura International - Tel. +44.20.7521 2000,
e-mail: liana.logiurato@nomura.co.uk

Goyada AB is a Swedish wireless services company which develops and provides mobile services for companies and consumers. The services are adapted to suit both the Internet and the mobile telecommunications network. Goyada was established in June 1998 and now has 51 employees, represented in Sweden, Germany and the UK. Goyada's key shareholders include, Speed Ventures, Nomura, Internet Ventures and TD Capital. For more information about the company visit www.goyada.com

Nomura International plc is the wholly owned European subsidiary of The Nomura Securities Co. Ltd., one of the world's largest investment banks with shareholders' equity of US\$13.4 billion is a market leader in finance for the technology, biotechnology and healthcare sectors. Nomura's Communications & Technology Investment Banking Group is a leading force in financing innovative companies in Europe, Israel and the US. Its track record of successful investments to date include: ARC, Dealttime, EnCommerce (now NASDAQ:ENTU), Sportal, Telegate (now NASDAQ:TERN), Versaware, WGSN. For more information about the company visit www.nomura.com