

Xtract, Innovator in Social Advertising Intelligence Raises EUR 7.5 Million

London, UK and Helsinki, Finland – July 8, 2008: Xtract, the leader and innovator in social advertising intelligence today announced that it has closed its series B round of funding with EUR 7,5 Million (\$11.74M) from leading early-stage technology investors Creandum, ETF III advised by Eqvitec Partners and InnovationsKapital.

Xtract enables mobile and online companies to refine their customer data creating highly accurate 3 Dimensional profiles combining social interactions, behaviour and demographic information. It answers a crucial need in the advertising industry by making the advertising in social media and mobile effective. By using Xtract, customers have seen the average ad income increase with as much as 82% and in mobile campaigns response rates have increased, on an average, with 30%.

Staffan Ingeborn, Managing Investment Director of InnovationsKapital comments: "Xtract is a very exciting company with a unique proposition for targeting of digital advertising. Its solutions have been shown to create substantial value for its customers, and we believe that Xtract is very well positioned to become a winner and a leader in this space."

Xtract works with over 50 companies with intensive customer data ranging from global leaders such as Nokia, T-Mobile and Vodafone to innovative challengers such as BLYK and Flirtomatic. Xtract makes complexity simple and actionable via a unique and patented set of products that based upon social interactions, behaviour data and other dataflow can create accurate and dynamic real-time customer profiles. Xtract can ensure delivery of the right audience to the right commercial message at the right time and accurately report on the effectiveness of any campaign. Something which up until now was not possible.

Xtract board member Juha Mikkola of Eqvitec Partners said: "This investment opportunity had a lot of demand and clearly marks the very interesting market and expansion opportunity that Xtract represents in the fast growing social intelligence market."

"We are delighted to have added two new prominent investors, InnovationsKapital and Creandum in addition to our original investor ETF III advised by Eqvitec Partners. This investment round combined with an exceptional organic growth enables us to expand to new markets outside Europe," says Kimmo Kiviluoto, CEO of Xtract.

About Creandum

Creandum is a Nordic venture capital firm investing in early-stage technology companies. The firm has 120 million Euros under management and is today the fastest growing independent partnership of its kind in the Nordic region. Creandum invests in innovative companies in high growth markets led by outstanding entrepreneurs. All investment professionals at Creandum have started companies or been part of successful startups. For more information, please visit www.creandum.com.

About Eqvitec Partners Oy

Eqvitec Partners Oy is one of the largest technology focused venture capital and private equity firms in Northern Europe. The company was founded in 1997 and employs 15 investments professionals in Helsinki and Stockholm. Eqvitec Partners currently advises 6 funds with the total capital base of 500 million Euros. The funds invest in technology companies in all phases from start-up to buyouts. At the moment the funds have investments in 40 companies and have carried out 35 exits. More information can be found at www.eqvitec.com.

About InnovationsKapital

InnovationsKapital is a leading independent venture capital firm in the Nordic region with capital commitments of EUR 317 million in four funds. Years of experience and a strong network within academia and industry enable InnovationsKapital to invest in successful early stage and growth companies. InnovationsKapital supports talented entrepreneurs to help them create successful high growth businesses. Since 1994, InnovationsKapital has made over 60 investments and a number of successful exits in the life sciences and technology sectors. For more information, please visit www.innkap.se.

About Xtract

Xtract is the global trusted partner and innovator in Social Advertising Intelligence.

We have the technology and competence to turn large user data into cash flow. Our solutions create accurate and automated consumer profiles for mobile and online advertisers based on social interactions, behavioural and demographic data.

Xtract operates across Europe and Asia, working with over 50 companies with intensive customer data ranging from global leaders such as Nokia, T-Mobile and Vodafone to innovative challengers such as BLYK and Fonecta. Headquarters are in Helsinki, Finland and London, UK. www.xtract.com