



WARRANTS



PRESS RELEASE

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Celltribe develops mobile financial service for SG

Price information on warrants is extremely time sensitive. There is a clear need to obtain price information quickly. This is why SG is launching a service offering holders of SG warrants information on buying rates direct to their mobile phone. The service is being launched in collaboration with Celltribe and involves a price watch monitoring the five major warrants. The user is informed if the price moves above or below a specific value which the user himself determines. The closing price is also notified when the stock exchange closes.

“The mobile media is ideal for price monitoring. The user doesn’t need to monitor prices himself so has more time for other things. This increases investors’ interest in warrants, leading to better quality on the market,” says Marie Lindblad, Head of Marketing Equity Derivatives for the Nordic region at SG. “We were looking for a promising supplier and as Celltribe is a serious player in the field, it seemed a good partner for cooperation”

Warrant monitoring will give holders of SG’s warrants the opportunity of specifying required prices on SG’s website and then receiving an SMS direct to their mobile with a price report tailored to their personal settings. The service is expected to be launched on 11 December.

“We are very proud that SG, one of Europe’s biggest banks, has chosen Celltribe as a mobile partner,” says Anne Lidgard, MD of Celltribe AB. “We look forward to continued collaboration through our international network.”

Celltribe, which has offices in Sweden, the UK and Spain, offers leading-edge expertise within mobile solutions for both corporate clients and consumers. The company’s complete solution covers strategic analyses, design, execution, and hosting of mobile services. Celltribe is independent of any telecoms operator.

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