

**BlueGem acquires a 46% stake in Neomobile S.p.A.**

**London, 6 August 2009** – Today BlueGem L.P. acquired a 46% stake in Neomobile S.p.A from the Italian telecommunications group TeleUnit S.p.A.

Neomobile is a global provider of entertainment for mobile phones. The company develops, markets and distributes digital content and interactive services for mobile phone users in partnership with mobile network operators and media companies. Its core expertise is direct-to-consumer entertainment in Italy, one of the largest and most advanced mobile entertainment markets in the world, where it is market leader in the provision of ringtones, graphics, games, music, applications, chat and social networking services.

It has fast-growing operations in several other countries including Spain, Brazil, Mexico and India and also operates in the business-to-business segment, providing products and services to telecom operators and handset manufacturers, and in the mobile marketing segment, creating and executing end-to-end mobile advertising campaigns for advertising agencies and leading consumer brands.

The group has over 3 million users worldwide and in 2008 generated gross revenues in partnership with telecoms operators of over €80 million. It has actively collaborated with over 120 mobile network operators and over 30 media companies. It currently has 15 offices and 180 employees worldwide.

Neomobile's global presence addresses a growing market of over 1.5 billion mobile users who are expected to spend an increasing amount of time and money purchasing goods and services and consuming media via their mobile phones. Analysts at Informa forecast global spending on mobile entertainment to grow by 14% per year worldwide to 2012 and by 10% in Italy. Neomobile's privileged access to network operators, considerable experience in marketing to mobile users, and track record in mobile services facilitation should reinforce and drive forward its share of this growing market.

BlueGem is investing in the company alongside the founding management and MPS Venture 2, a private equity fund of the Italian banking group Monte dei Paschi di Siena, which has been investing in this business since 2008.

BlueGem L.P. is a UK-based private equity fund with a capital commitment of € 205 million, formed by ex-Merrill Lynch professionals to make private equity investments in mid-market companies in the UK and in Italy. Previous investments include Fintyre S.p.A. (active in the tyre distribution sector in Italy), The Private Clinic Ltd (active in the non-invasive cosmetic treatment sector in the U.K.), and Olicar S.p.A. (active in the energy facility management sector in Italy).

BlueGem received legal advice from Labruna Mazziotti Segni and tax advice from Tremonti Vitali Romagnoli Piccardi e Associati. TeleUnit received financial advice from KPMG Corporate Finance and legal advice from Simmons & Simmons.

**For further information please contact:**

**BlueGem Capital Partners LLP**  
Marco Capello – Managing Partner  
+44 207 647 9710

**Neomobile S.p.A.**  
Gianluca D'Agostino – Chief Executive Officer  
+39 06 9826 2553