

PRESS RELEASE

Neomobile acquires UCT Group and strengthens its strategic positioning in Turkey

The deal is aimed at boosting relationship with mobile carriers and driving opportunities in the mobile commerce segment in Turkey, one of the fastest growing markets in Europe.

Rome, June 28th 2011 – Neomobile, the global Mobile Media Group, announced today the acquisition of United Cellular Technologies (UCT) Group, one of the key players in the Turkish market and partner of the three mobile operators Turkcell, Vodafone and Avea.

United Cellular Technologies Group, previously controlled by the Private Equity Turkven, provides value-added services for mobile network operators since 2002 and is among the most innovative players in the Turkish mobile entertainment and mobile payment markets, in terms of business positioning and technology solutions. UCT is the holding company for the operating companies Trend-Tech and Retromedya.

The deal allows a business and technology integration of UCT with Neomobile's local branch, already partners in Turkey since 2008, and the creation of a combined entity positioned to become a potential leader in the most innovative segments of the market.

With gross revenue above €100 mln in 2010 and estimated growth +50% in 2011, Neomobile is at its third acquisition of the last 9 months: Zero9 in September 2010 and Onebip in March 2011, leader in mobile payment solutions with a global coverage in more than 60 countries. Neomobile experienced a spectacular success with its mobile commerce business line which is expected to grow +200% in 2011. ME Award winner in 2010 as Best D2C Company, Neomobile was recently positioned among the Top 10 fastest growing larger media companies in Europe at the GP Bullhound Media Momentum Awards 2011. Gianluca D'Agostino, Neomobile CEO, has been awarded as 2011 Media Momentum Man of the Year.

This acquisition aims both at reinforcing the relationship with mobile carriers as well as creating a new initiative in the mobile payment segment in Turkey, clearly one of the key emerging markets in the world, with GDP growing in 2010 vs. 2009 more than 9%, aligned with China, and with a strong increase of international investments. The country is considered today one of the most advanced mobile payment markets that in 2010 was worth €35 mln and that is foreseen to double in 2011. Neomobile keeps on strengthening its presence in the country, where it actively has been operating since 2006.

The combined companies will take advantage from several specialties:

- The UCT Group's strong presence in the VAS market, the strategic partnership with media companies and direct connection with all Turkish MNO's.
- Neomobile's capability to attract and offer integrated solutions to big global web merchants in the Dating, Social Networks, Gaming and Applications fields.

Gianluca D'Agostino, Neomobile CEO, commenting on the acquisition said: "I am pleased with this acquisition which is another important step of our M&A strategy speeded up in the last 12 months. The deal confirms that we strongly believe in the opportunities of the Turkish market, where we have been present since 2006 and that we want to further develop by relaunching our services. With UCT we will create a platform that can strengthen our positioning in mobile commerce. Turkey is as a matter of fact one of the markets setting the pace for mobile carrier billing as a successful payment mean for digital goods and soon also for physical goods."

Işık Uman, UCT Managing Director and now Neomobile Turkey Country Director on the acquisition said: "I am very happy that our strategic partnership with Neomobile, started in 2008, concludes in an organic integration with the Italian Group. Neomobile's strong presence in the Turkish market together with the marketing experience and strong technological know-how of UCT create synergies and opportunities for local and global markets. We will continue to devote ourselves to provide most innovative value added services and m-commerce applications at a global scale."

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About Neomobile

Neomobile is a global Mobile Media Group at the centre of the new mobile ecosystem.

Active since 2004, Neomobile has gained a deep experience in designing, developing, marketing and distributing interactive digital content and services for mobile users in partnership with mobile operators worldwide.

In few years Neomobile has become one of the most renowned companies in the Mobile Entertainment industry, leader in advanced and emerging countries in Europe, LatAm and Asia.

The distinctive expertise in mobile marketing and technology makes Neomobile a pioneer in the innovative markets of Mobile Commerce, Mobile Marketing and Mobile Gambling.

The recent acquisition of Onebip allowed Neomobile to position itself as one of the key global m-commerce players.

The Group is headquartered in Rome and has offices in Milan, Madrid, Reus, Paris, London, Belgrade, Istanbul, San Francisco, São Paulo, Ciudad de México, Mumbai.

The main shareholders are BlueGem LP and MPS Venture along with the Management.

Neomobile is an active member of MEF, MMA, IAB, the Italian AssoCSP and the Spanish AESAM.

For more information www.neomobilegroup.com or contact media.relations@neomobilegroup.com

About United Cellular Technologies

United Cellular Technologies Group is the holding company for the operating companies Trend-Technology and Retromedya, providing value-added services for mobile network operators and services in Internet platforms.

It offers various mobile services and solutions, which include mobile entertainment services utilizing SMS, MMS, IVR, and WAP; wireless application service provider (WASP) solutions; mobile marketing tools, technologies, and databases; and service maintenance and management.

The company also provides marketing services for the mobile community, including real-time monitoring of mobile TV scrolls and commercials; and analysis, segmentation, and positioning of creative mobile service projects with respect to their target customer segments. It serves wireless operators, service providers, and mobile handset users in Turkey, Europe and the United States. United Cellular Technologies Group is based in Istanbul, Turkey.