



**Mobile marketing firm 12snap in expansion mood:
takes over majority ownership of Scandinavia's no.1
mobile marketer, Lokomobil**

- 12snap takes over majority holding in Lokomobil, Stockholm.
- In further expansion plans, the strongly performing, award-winning mobile marketing provider now sets its sights beyond Europe.

Munich, September 9, 2004 – 12snap AG, Munich, today took over majority ownership of the Swedish market leader Lokomobil AB, effective September 1st. And there's more expansion planned: a presence in Asia as well as North America are on the list of upcoming strategic moves for the leading European mobile marketing company.

"Taking over Lokomobil really secures our leadership position in Europe", commented Dr. Michael Birkel, CEO of 12snap AG on their latest acquisition. And global partners Nokia and Vodafone are broadening 12snap's focus and expansion strategy beyond Europe: "we're confident we will be running campaigns on other continents in the next few months", added Birkel. "Our experience and expertise, together with our partners, are opening up significant opportunities for us to enter key global markets early in the game."

Expansion beyond Europe is the next milestone that the Munich-based firm announced after becoming profitable last year. With the acquisition of Lokomobil, 12snap will be tapping into the entire Scandinavian market (Sweden, Norway, Denmark, and Finland), which is characterised by the highest mobile penetration numbers as well as the highest acceptance of mobile services. "Scandinavia provides the optimal platform for piloting and testing our latest applications" says Birkel about the deal.

Two years ago, 12snap purchased a minority stake in Lokomobil, and now the acquisition of a majority stake brings with it a re-naming of the firm to 12snap-Lokomobil. "The rapid development of mobile marketing in Northern Europe demands state-of-the-art technology and creative know-how. The takeover by 12snap ensures our position at the top in Scandinavia", explained Martin Edwall, Managing Director of the new 12snap-Lokomobil.

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