



PRESS RELEASE

12snap plans further growth in 2005 after best results in mobile marketing firm's history.

- **12snap, a global leader in mobile marketing, ended 2004 with the best results in its history.**
- **Customer loyalty programs to be key drivers of growth in 2005, extending 12snap's product portfolio.**
- **Geographical expansion will lead to presence in both the US and Asia during 2005, with an Eastern European office open as soon as Q1.**

Munich, January 10th, 2005 – 12snap AG, Munich announced it had cemented its prominent position in mobile marketing during 2004 and boosted growth particularly through mobile loyalty programs. The Munich company achieved the best result in the firm's history with an improvement in unadjusted margin of over 70 percent. "We are showing for the second year in a row that there is money to be made in high quality, added-value mobile marketing, and we have already secured a large part of our planned numbers for 2005", announced CEO of 12snap AG, Dr. Michael Birkel, about the development of the mobile marketing company.

"Our CRM business is growing decisively: in 2005 a high emphasis will be placed on building customer loyalty via mobile, and this will reinforce our relationship with at least one important client", emphasizes Dr. Birkel. "The progress made in 2004 clearly confirms we are traveling the right path in the mobile marketing space, and opens the door to new markets", explains Dr. Birkel further. "We established new benchmarks in almost every area: we won more top creative prizes and implemented bigger and broader campaigns with our ongoing blue chip clients such as McDonald's, MTV, Coca-Cola, and Ferrero; in Germany, adidas and Vodafone were won as new clients; in the UK, we worked for the first time with Unilever and Kellogg's on major campaigns; and Italy developed beyond our expectations with Kraft and Gillette. Above all, 2004 was the year of pan-European campaigns for us. This underlines our expansion strategy, as it is already clear that the main part of our work next year will again span numerous countries".

In terms of geography, this past summer saw an additional branch opened in Düsseldorf, Germany, while the acquisition of the majority of Lokomobil - the leading Swedish mobile marketing provider - underscored 12snap's already strong position in Europe. "Our expansion plan allows our clients to utilise the mobile phone as a marketing tool for initiating and creating ongoing dialogue with consumers in their key markets", the CEO explains, as the reason for the current speed of development of the Munich mobile marketing specialists. "In the first half of 2005 we will be in the US, and present in Asia by the end of the year - while preparation for entry into the Eastern European market is now the furthest along".

About 12snap (www.12snap.com)

Since 1999, 12snap has been creating and implementing mobile marketing campaigns and customer loyalty programs for clients such as Coca-Cola, McDonald's, Nokia, adidas, L'Oréal, Sony, Wella, Vodafone and Ferrero. 12snap targets significant awareness- and

sales growth for its multinational brand clients, by utilising the medium of the mobile phone - the most personal method of communication of our time. As one of the leading European firms in the field of direct marketing, 12nap employs more than 60 employees at its locations in Munich, London, Milan, and Stockholm. At the annual International Advertising Festival in Cannes, 12snap is the only mobile marketing company to be awarded world renowned Lions for creativity: after winning a Silver Lion in 2003 for "Sony PlayStation 2", 12snap was awarded Silver and Bronze Lions in 2004 for "Flaschenpost (Message in a Bottle)" for Coca-Cola Germany.

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