



Media release

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Empower Interactive to expand with US\$5 million funding

Empower Interactive, a leading supplier of mobile data services infrastructure products for mobile operators worldwide, has raised US\$5 million in further funding from existing investors to expand its operations in Europe and Asia.

This fifth round of funding is sourced from existing investors comprising Cazenove Private Equity, Argo, IDG Ventures Europe and DN Capital, and will assist Empower Interactive in expanding its sales and delivery capability throughout Europe and Asia.

“We are responding to the growth in volume-based messaging throughout the global market,” said Dharmendra Patel, chief financial officer at Empower Interactive. “Many of our customers need to be able to cope with the high volumes of SMS and MMS traffic generated by new messaging applications targeted at the mass markets.”

In addition to customers such as Orange Group and WIND, in 2004 Empower Interactive sold to a number of major Asian Operators such as Telkomsel and Smart. The company plans to use part of the funding to increase its presence in strategic markets in Asia and has recently established an office in Kuala Lumpur, Malaysia.

“Empower Interactive has performed strongly since we invested and continues to show impressive year on year sales growth.” said Jamie Hutchinson at Cazenove Private Equity. “We believe Empower Interactive is well positioned to capitalise on current market opportunities to migrate existing messaging infrastructure to next generation mobile data architectures, particularly in developing regions such as Asia.”

Demands on first generation Short Message Service Centres are exceeding their capacity and performance capabilities. Empower Interactive’s Mobile Data Services Architecture (MDSA) gives operators the opportunity to bypass this SMSC bottleneck by enabling advanced, intelligent handling of SMS/MMS traffic for person-to-person and application messaging, including m-voting, spam control, mobile marketing and content services. Mobile operators are deploying it so that high revenue messaging services continue to generate income into the future.

Strategy Analytics estimates that global revenues from mobile data will grow from about US\$61 billion in 2004 to over \$189 billion by 2009, with SMS messaging accounting for 26% of this total.*

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About Empower Interactive

Empower Interactive enables mobile operators and service providers to advance their mobile data services by providing infrastructure products to manage and deliver messaging services, applications and content on mobile networks.

Its portfolio of products and services is based on an innovative Mobile Data Services Architecture for advanced and intelligent handling of application and person-to-person messaging. The products and solutions simplify access to the

mobile network infrastructure, increase messaging network control and intelligence and help operators rapidly to launch new service offerings.

Empower Interactive's intelligent messaging routing and control capabilities offer an effective and reliable way to manage high volume and time critical traffic independently from the existing infrastructure. This lowers the average cost per message and optimises ROI on prior infrastructure capital expenditures.

Many of the world's leading operators have already selected Empower Interactive's innovative and flexible framework, including Orange Group, WIND, Smart, Starhub, Telkomsel and TIM S.p.A. Its technology is behind many high-profile mobile services around the world.

Empower Interactive was founded in 2000. It is headquartered in London and has regional offices in EMEA (UK), Asia Pacific (Singapore) and the US. It was ranked 6th in the 2003 Sunday Times ARM Tech Track 100 of the UK's fastest growing technology companies.

www.eigroup.com

Notes for editors

- Empower Interactive secured funding of US\$5.7 million in 2003 and US\$8 million in 2002
- * "Global Cellular Data Forecast (2004 – 2009)," August 2004, Strategy Analytics.

For further information

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