

Appland Announces Global Reseller Agreement with TIMWE to Offer Localized App Stores to Emerging Markets via Mobile Network Operators

TIMWE will offer White-Labeled App Stores to its Mobile Network Operator Customers in 75 markets, through 27 global offices, using Appland's Cloud-based App Store platform for distribution and monetization of apps and digital content through carrier billing.

(Gothenburg, Sweden, 26th August 2014) Appland has signed an agreement with TIMWE (Lisbon, Portugal), one of the world's leading solution providers in Mobile Marketing, Mobile Entertainment, Mobile Money, Mobile – Government and M2M/IoT.

The agreement is mainly driven by the demand from TIMWE's mobile network operators (MNO) customers in emerging markets, wanting to exploit the growing use of new generation cheap smartphones, replacing traditional feature phones. MNOs already have the strengths of established customer billing relationships, control over device distribution and subscriber information that general app store providers in emerging markets lack. This enables MNOs to offer pre-loaded on-device app stores with localized apps and one-click carrier billing buying experience for users without credit cards, which in turn drives ARPU (Average Revenue per User) and reduces churn.

TIMWE, as a multinational company specializing in Emerging Markets, has a pedigree during the last 10 years of building highly effective localized mobile enablement solutions for mobile carriers, media groups, governments, brands, marketing & advertising agencies and end-consumers. It has delivered mobile solutions in 75 countries through 27 local offices, building detailed understanding of local market cultures and needs.

“This strategic partnership with Appland allows us to extend our offering and focus on the fast growing app store market, supporting both on device native as well as web browser appstores with responsive design for smartphones, tablets and desktops. Our dedicated teams curate the apps, providing only relevant local and international apps, therefore strengthening our content catalogue. All of the selected apps are scanned for viruses & malware and, furthermore we offer simplicity: no sign-up, just “click & buy.” says Sasha Vitez, Innovation Manager at TIMWE “This strategy allows us to offer seven different monetization options for both Android and iOS OS, providing the mobile network operator with full control. All of the above, coupled with virtual currency, push notification options and a cool feature set ensures we have a high quality and a ready to be launched solution.”

“We are very excited about this new partnership”. said Jonatan Redvik, CEO and founder of Appland “This offering will provide mobile network operators with their own branded web/mobile storefront and will facilitate the distribution and monetization of the digital content and services, creating new revenue streams.”

About Appland

Appland provides next generation cross-platform white-label app stores to vertical consumer facing organizations including retail brands, e-tailers, enterprises, as well as mobile network operators and OEMs. The solution is delivered as a cloud based platform, empowering any business to open their own branded app store within days, with a flexible, scalable and customized ecosystem of applications to generate new revenue streams. Appland offers a fully managed app store service including over 100,000 apps, subscription clubs, content monetization, carrier billing, ad sales, virtual money, social media campaigns and all customer acquisition & retention operations. For more information please visit: www.applandinc.com

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About TIMWE

TIMWE (www.timwe.com) is a global provider of mobile enablement solutions, focused on Mobile Marketing, Mobile Entertainment, Mobile Money (mobile payments), Mobile Government and Internet of Things/M2M. Operating in more than 75 markets in five continents, managed through 27 offices, TIMWE has a strong presence in its core Latin American market and is rapidly expanding in a number of countries in Africa, the Asia Pacific region, Europe and the Middle East. In 2013, the company surpassed 500 M USD in revenues worldwide.

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