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### **TargetEveryOne shows positive EBITDA for the fourth quarter**

*The Year Ending report for TargetEveryOne will be published on February 17, 2017. Due to strong growth in the fourth quarter, the preliminary result at the EBITDA level is estimated to amount to about SEK 1 million.*

Management has during 2016 been working to integrate the operations of the acquired entities and to highlight synergies. The initial assessment was that this will affect earnings in 2017.

"We can now see that the fourth quarter of 2016 is reflecting strong organic growth," says Bjorn Forslund CEO. "Sales from both the traditional SMS business and from the new 1 to 1 marketing has increased during the period."

"We choose to present the preliminary unaudited result in advance, as we for the first time can show a positive EBITDA during a quarter. Given that the first three quarters in total generated a negative EBITDA of more than SEK 11 million, it feels inspiring to begin the new year with a positive quarter as a support," concludes Björn Forslund.

The previously published EBITDA forecast of SEK 15 million for the full year 2017 is unchanged.

### **For more information contact**

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**About TargetEveryOne**

TargetEveryOne helps companies build better mobile customer relationships and increase sales with a user-friendly and efficient cloud service for mobile marketing. The company is listed on Nasdaq First North, Sweden, started in the Nordic mobile entrepreneurial environment and now has customers and partners in over 80 countries.

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