

LINK Mobility signs Mobile Communication Solution with Jernia AS

Jernia takes a new step towards digitizing their customer communication by signing LINK Mobility's mobile communications solution.

Jernia AS is a nationwide retail chain with 139 physical stores located around Norway, as well as the online shopping center www.jernia.no. Jernia offers a wide range of high quality products with focus on equipment and solutions for kitchens, tools, houses and gardens.

"We have chosen LINK Mobility's mobile customer club concept because the system is flexible and has an easy user interface. In addition, we see that LINK's position in relation to future solutions and channels is very exciting. We are looking forward to getting started with the system, and we are sure that LINK Mobility meets our expectations", says Trygve Haldorsen, Marketing Manager in Jernia AS. LINK Mobility is the leading provider in Europe within mobile communications and mobile services, specialising in solutions for digitalisation and simplification of all processes. One of these solutions is LINK Mobility's customer club and loyalty program. It allows companies to offer their customers a loyalty program used directly on their phones.

"We are very pleased that Jernia has chosen LINK Mobility as their partner and provider of Digital Communication Solutions. We are confident that this cooperation will enable Jernia to be innovative in its mobile interaction and communication with its customers, and enabling them to build an even stronger customer relationship", says Jan Tore Kjær, Director of Marketing & Sales at LINK Mobility AS.

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About LINK Mobility Group ASA

LINK Mobility Group ASA is Europe's leading provider within mobile communications, specialized on mobile messaging services, mobile solutions and mobile data intelligence. The Group offers a wide range of scalable services and solutions across industries and sectors due to the growing demand of digital convergence between businesses and customers, platforms and users. The Group is headquartered in Oslo/Norway and is listed on the Oslo Stock Exchange (ISIN: NO0010219702). LINK Mobility continues to experience strong organic growth with a high degree of recurring revenue as customers tend to move more business activities onto the mobile platforms. In 2017, LINK Mobility had a total turnover of 1,294 billion NOK with offices in Norway, Sweden, Denmark, Finland, Estonia, Latvia, Bulgaria, Germany, Spain, Poland, France, Switzerland, Austria and Italy.

This information is subject of the disclosure requirements pursuant to section 5-12 of the Norwegian Securities Trading Act.