

LINK Mobility - Record high number of 106 million mobile messages during Black Friday 2018!

We did it again! This year we broke last year's record of 80 million mobile messages, by sending out 106 million mobile messages during Black Friday. This markedly increase in the number of messages speaks for itself - there probably is no bigger retail event in the year than Black Friday.

"It's great to see the increased number of mobile messaging transactions during this years' Black Friday. The actual increase from last year is more than 30%, and correspondingly we see a growing interest from our clients to use our multiple mobile messaging services to interact with their customers, driving sales, marketing and customer support", says Arild E. Hustad, CEO of LINK Mobility Group AS.

Not only do customers want to receive offers via mobile. Mobile messages are the perfect way to get a message straight into the customers pocket. Mobile messages, unlike e-mails, will be read almost instantly with 90% of all messages read within 3 minutes.

Arild E. Husted continues: "We also experienced an increased usage of our mobile messaging solutions and services throughout the week and not only on Black Friday. Believing in this trend, it's rather clear to us that Black Friday is actually turning into Black Week".

LINK Mobility is Europe's leading provider within mobile messaging and mobile communication solutions. Within retail the Group offers its clients solutions like permission marketing messaging, push notifications, mobile coupons and customer loyalty programs and other attractive services, highly requested when it comes to mobile marketing and mobile shopping.

For further information, please contact:

Arild Hustad, CEO
LINK Mobility Group AS
arild.hustad@linkmobility.com
Mob: +47 95 24 19 30

About LINK Mobility Group AS

LINK Mobility Group AS is Europe's leading provider within mobile communications, specializing in messaging, digital services and data intelligence. The Group offers a wide range of innovative and scalable solutions across industries and sectors, creating valuable digital convergence between businesses and customers, platforms and users. The Group is headquartered in Oslo/Norway and is owned by Abry Partners, located in Boston, US. LINK Mobility continues to experience strong organic growth as clients 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.

About Abry Partners

Abry Partners is an experienced and successful media, communications, business and information services sector focused private equity investment firm in North America. Since their founding in 1989, they have completed over \$77 billion of leveraged transactions (including many roll-up investment strategies) and other private equity, mezzanine or preferred equity investments. Currently, they manage over \$5.0 billion of capital in their active funds.