

LINK Mobility to Integrate with Oracle Responsys

LINK Mobility Group AS Improves Business-Customer Interactions with Integrated Messaging Services from Oracle Responsys.

April 25, 2019 – LINK Mobility Group (LINK), a Silver level member of Oracle PartnerNetwork (OPN), today announced that it has integrated with Oracle Responsys SMS Public Aggregator Network (SPAN), providing an integrated marketing tool with valuable mobile reach to enable and enhance business-customer interactions. Oracle's SPAN is an easy-to-use self-service application within the Oracle Marketing Cloud that makes it easier for customers to find, order and manage SMS services directly from the aggregator of their choice.

As one of the market leaders within mobile messaging services and mobile communications in Europe, the combined efforts will provide customers with an industry leading tool, enhancing their mobile lifecycle marketing. This will allow more flexibility and scalability for reaching users on mobile platforms, improving customer experience, increasing acquisition and conversion, and strengthening retention and overall ROI.

Mobile is an indispensable channel for most businesses, and mobile messaging services can cultivate customer relations, improving customer engagement and loyalty, operational efficiencies and success rates. LINK has the technology and expertise within mobile messaging, meeting Oracle's demand for powerful operations in an expanding global and mobile market.

Today LINK offers global messaging services in more than 200 countries, and the ability to deliver these services through a well-established and popular platform, such as Oracle Responsys, gives LINK important access to a broader and developing market.

"For LINK this is an excellent opportunity to distribute our messaging services globally and to give Oracle Responsys customers an essential service for reaching their customers on the number one device – the mobile phone. Our collaboration with Oracle enables closer and more personal interactions between businesses and customers. Due to LINK's proven ability to reach and engage mobile users based on strong digital convergence, our customers choose us as their preferred partner within mobile messaging. We therefore believe that Oracle Responsys customers across the globe will benefit greatly from our joint expertise, as the mobile channel becomes even more dominant within communications and marketing campaigns going forward," says Arild E. Hustad, CEO of LINK Mobility Group.

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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, USA. LINK Mobility continues to experience strong organic growth as clients move more business activities onto the mobile platforms. In 2018, LINK Mobility had a total turnover of 271 million EURO with offices in Norway, Sweden, Denmark, Finland, Estonia, Latvia, Bulgaria, Germany, Spain, Poland, France, Switzerland, Austria, Italy, UK and Hungary.

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 \$80 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.

About Oracle PartnerNetwork

Oracle PartnerNetwork (OPN) is Oracle's partner program that provides partners with a differentiated advantage to develop, sell and implement Oracle solutions. OPN offers resources to train and support specialized knowledge of Oracle's products and solutions and has evolved to recognize Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to be recognized and rewarded for their investment in Oracle Cloud. Partners engaging with Oracle will be able to differentiate their Oracle Cloud expertise and success with customers through the OPN Cloud program – an innovative program that complements existing OPN program levels with tiers of recognition and progressive benefits for partners working with Oracle Cloud. To find out more visit: <http://www.oracle.com/partners>.

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