

**Stockholm**  
**October 10, 2017**

**TargetEveryone has created the capability to execute its vision**  
**- unchanged EBITDA forecast for 2017**

With NOK 84.5 million from the sale of ViaNett, TargetEveryone has a foundation for what the Board considers necessary for taking the next step in the company's global vision of a major investment in 1 to 1 Marketing.

The world market for 1 to 1 Marketing is expected to increase exponentially for TargetEveryone's solutions. In particular, demand is growing for different customer loyalty programs where knowledge of customer behavior is collected, processed and segmented in a simple manner and thereafter communicated in a relevant message in a suitable channel and at a customized time.

For the Norwegian market, TargetEveryone AS has seen rapid growth with revenue doubled in the first half of 2017 and is expected to double again in the second half of the year. This is also reflected in the Group's profit, for which we have improved EBITDA earnings for the last six quarters in a row, and increased from the worst, SEK -5.3 million, to SEK 2.3 million.

TargetEveryone has therefore proven that the business model works. The Board has decided to move on and implement the company's global strategy where customer growth will be made through partners and online sales as well as through licensees.

The partner model will primarily focus on major mobile operators who are looking for new revenue flows and are having a large number of existing business customers. The basis for this being is the existing partner agreements with Norwegian Telenor and Portuguese AR Telecom.

Dialogues are ongoing with operators in the US, Africa and Asia, and the assessment is to establish new partnerships before the end of the year.

"All of the world's mobile operators are actively looking for new sources of revenue, and digital cloud services have proven to be the most fast growing. TargetEveryone's certified solution fits perfectly into the mobile operators' digital product portfolio", says Fredric Forsman, chairman of TargetEveryone.

TargetEveryone's refined global partner strategy with a focus on its own core product, will not include the traditional SMS business. ViaNett was projected to remain a company with local

profile and with squeezed gross margins. This, together with an attractive offer from Link Mobility, were the main reasons for the divestment.

Despite the loss of revenue from ViaNett, the Board, taking into account the capital gain from selling its subsidiary, have decided to maintain the EBITDA forecast for the full year 2017 of SEK 15 million.

Stockholm October 10, 2017

**For further information, contact**

Fredric Forsman, chairman of the board, [fredric@targeteveryone.com](mailto:fredric@targeteveryone.com), +46 73 978 78 44

TargetEveryOne AB (publ) is obligated to publish this information under the EU Market Abuse Regulation. The information was provided by the above contact person's auspices, for publication on 10th October 2017 at 13.15 p.m. CET.

**About TargetEveryOne**

TargetEveryone is listed on Nasdaq First North Sweden and started ten years ago in the Nordic entrepreneurial era. Today TargetEveryone has customers and partners in over 80 countries and 45 employees at offices in Stockholm, Oslo, Lisabon, Philadelphia and indian Chandigarh.

[www.targeteveryone.com](http://www.targeteveryone.com)

**Certified Adviser**

Mangold Fondkommission AB (556585-1267)

Box 55 691

102 15 Stockholm

Phone: +46 8 503 015 50

[www.mangold.se](http://www.mangold.se)