



# Press Release

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Nocom AB, Kristallen, SE-754 51 Uppsala, Tel: +46 18 65 55 00, Fax: +46 18 65 55 55.  
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Uppsala, Sweden, Tuesday October 3, 2000

New company creates unique player in the mobile market  
**Nocom and Europolitan to form mobile intranet/extranet  
company**

**Europolitan and Nocom are forming a joint company to market and sell corporate mobile Internet services. The company combines all the resources of a leading mobile operator with the expertise of an IT company in designing effective intranet and extranet solutions. The joint company will market the WAP Direct service in Sweden and abroad.**

MR Mobile Relations AB is the name of the new company and it will offer mobile IT solutions via GSM, GPRS and SMS to the corporate market. Mobile Relations' services will enable companies to provide their customers or employees with simple and secure mobile access to their extranets or intranets. Now that Nocom and Europolitan are incorporating these operations, a unique player is being created that will be able to focus on creating cost-effective customised corporate solutions, reaching users all over the GSM world.

“It feels great to be able to channel our combined resources into one company. Now, we can offer both national and international companies a partner that allows companies' existing IT solutions to grow into the mobile community,” says Jon Risfelt, President and CEO of Europolitan. “To put it simply, we are helping companies to maximise access to company-specific information via mobile phones.”

The company will be a jointly owned service provider that will be used by both Europolitan and Nocom to market and sell WAP Direct<sup>1</sup> together and to offer corporate customers their consulting services. Mobile Relations will also focus on the development of international customer solutions, mainly through the sister companies in the Vodafone Group. This opens up a whole range of new opportunities for all major global companies that aim to offer mobile services to their customers, employees and partners throughout the world. Other operators will also be able to access the services.

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<sup>1</sup> WAP Direct® enables the simple deployment and management of advanced mobile information services. WAP Direct® uses Europolitan's infrastructure to connect corporate systems with mobile customers, regardless of operator. It is one of the safest solutions in the market, and the system can be accessed from all countries that support data transfer via GSM.



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“Mobile Relations will complement our other mobile services and together we will be the first full service partner for the corporate market,” says Anders Jonson, CEO of Nocom. “Now that both WAP and other mobile terminals are available in the market, there is a fast growing demand for secure, cost-effective turnkey solutions for mobile services.”

Europolitan and Nocom have had a close working partnership since September 1999, and have most recently collaborated on marketing and selling wireless services to corporate customers. The new company is starting operations today, 3 October, and its registered office will be in Stockholm. The Managing Director will be Göran Brandt, who joins the company from his position as business development manager for the telecommunications sector at Nocom. 51 per cent of the company is owned by Europolitan and 49 per cent by Nocom. Nocom’s and Europolitan’s joint concept, WAP Direct, is currently used by Scandic Hotel, SkandiaBanken and SEB Enskilda Banken, amongst others.

## **Press information**

**Information will be issued to the press on Tuesday 3 October at 11 a.m. at Europolitan Holdings’ premises at Biblioteksgatan 11 in Stockholm. Present at the information meeting will be Göran Brandt, the future Managing Director of MR Mobile Relations AB, Jon Risfelt, President and CEO of Europolitan, Anders Jonson, Executive Officer of Nocom and Tomas Nygren, CEO of Nocom.**

*Europolitan AB is a Swedish GSM operator that prioritises service and quality. The company's head office is in Karlskrona, Sweden. Europolitan is a leader in the field of technically advanced services for GSM 900/1800. The Europolitan Group, which also includes the stock market listed Parent Company Europolitan Holdings AB and Europolitan AB's sister companies Europolitan Stores AB, Ocom AB and Doberman AB has around 1200 employees. For more information, please visit [www.europolitan.se](http://www.europolitan.se).*

*Nocom AB (publ) was founded in 1985 and is listed on the Stockholm Stock Exchange Attract 40 (NOCM B). Nocom provides companies with e-business solutions for the Internet and wireless networks. The company is based in Uppsala, Sweden with offices in Stockholm and Gothenburg, Sweden; Oslo, Norway; Helsinki, Finland; Copenhagen, Denmark; London, the UK and Warsaw, Poland. The Nocom group employs over 220 persons. For further information, visit [www.nocom.com](http://www.nocom.com)*

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## **For more information please contact:**

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