



**PRESS RELEASE**

**net mobile AG: With a new CEO into a stronger future**

*Edgar Schnorpfeil, the new CEO of net mobile AG, plans to make the company Europe's leading provider of mobile value-added services and payments alongside its current position as the world market leader in Google Carrier Billing*

**Dusseldorf, 26 March 2014** – Immediately after taking office, Edgar Schnorpfeil, the new CEO of net mobile AG (net-m) based in Dusseldorf, announced the company's future strategic objectives. "Together with my fellow board members and our dedicated staff, we are going to build net-m into Europe's leading provider of mobile value-added and payment services", the new CEO of net-m declared in his first official statement. Edgar Schnorpfeil was appointed as the new CEO of the Executive Board by the Supervisory Board last Thursday. He replaces Theodor Niehues who has left the company after nearly fourteen years at the top due to differing views on the management of the company.

Edgar Schnorpfeil is very confident about the further development of the company: "We are already feeling the benefits of improvements that began last year. I will continue to follow this course rigidly and keep a very strict eye on costs." He views further improvements in efficiency across the organisation as the overriding issue. "We will be most selective in everything we do and avoid projects that cost more money than they bring in. In addition, we will intensify our efforts in all those areas where our strengths lie." The new CEO does not envisage short-term directional changes in the company's portfolio - especially as most products are interrelated and complement each other well.

net-m is already the world leader in Google Carrier Billing. net-m's unique solution and flexible payment architecture makes mobile payment possible in all the leading app stores including Google Play and Windows Phone Store. net-m operates the technical and operational interface between content marketplaces and network operators in more than a dozen countries in Asia and Europe and

is thus a "Preferred Partner" of many mobile operators as well. More than 100 million mobile customers worldwide (both prepaid and postpaid) can use net-m's solution to easily and securely pay for digital goods on Google Play or the Windows Phone Store via their mobile phone bill. "We are already very strong in Direct Carrier Billing with both smaller partners as well as with global players such as Google and Microsoft. I assume that this segment will continue to develop well above average", says Edgar Schnorpfeil. "But also in all other areas we will either retain our position or strengthen it to market leader.

The main shareholder of net-m, the Japanese mobile operator NTT DOCOMO, supports the company's strategic direction. "Our majority shareholder NTT DOCOMO has full confidence in our potential and considers themselves most happy to be the main shareholder of net mobile AG. As our cooperation on Direct Carrier Billing is already running very well, we are exploring further joint projects between NTT DOCOMO in Japan and net-m in Germany." says Edgar Schnorpfeil.

The new CEO of net mobile AG continues to be supported in his position by the other board members Dieter Plassmann and Kai Markus Kulas, who retain their positions unchanged.

#### **About net mobile AG**

net mobile AG is a leading international full-service provider of mobile value added services and payment solutions. The company, founded in November 2000, is regarded as an innovation leader in the market. Clients worldwide include national and international mobile telecommunication providers, media and blue chip companies as well as TV channels, for which complete white label solutions such as direct carrier billing and mobile TV services are provided. Since December 2009 NTT DOCOMO, INC. is the main shareholder with over 87% share ownership. For more information please visit [www.net-mobile.com](http://www.net-mobile.com).

If you have any further questions we will be most happy to help you. We will gladly establish a direct contact to the responsible person at net mobile AG.

Further updates and information can be found at:  
[www.twitter.com/netmobileag](https://www.twitter.com/netmobileag)

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