

PRESS RELEASE

Mobylife launching operational restructuring and new strategy

Today Mobylife is launching plans for a restructuring program and new business strategy.

Mobylife is working with plans to consolidate repair volumes on fewer and stronger repair sites, and reorganise headquarter functions, to ensure maximum speed, quality and efficiency for customers.

This also includes implementation of a new organisation which will increase local market focus and move decision power closer to the customers.

The new business strategy aims to realise Mobylife's significant market potential by moving services closer to users of mobile devices and taking more responsibility for the full user experience on behalf of our customers and partners; OEM's, operators, retailers and insurance companies.

This includes adding new customer channels such as walk in's and online to improve access and speed for customers, and to develop new value added diagnostics, repair and logistics concepts to optimise customer experience and value.

Negotiations with our employee representatives regarding the restructuring plans will be initiated after this announcement.

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Jakob H. Kraglund CEO

For further information on this announcement:

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