

Press release

Soeborg, 11th November 2014

New operational organization and Group CEO

As of 31st May 2014 Telecare Service Holding A/S (Telecare) completed the acquisitions of Deltaservice Holding AS (Deltaservice) and PJJ Holding Oy (Optima) and created the largest Nordic mobile device repair organization. In order to provide seamless and optimal repair services across, Denmark, Sweden, Norway and Finland, Telecare Service now implements a new Nordic operational structure effective as of 14th November 2014.

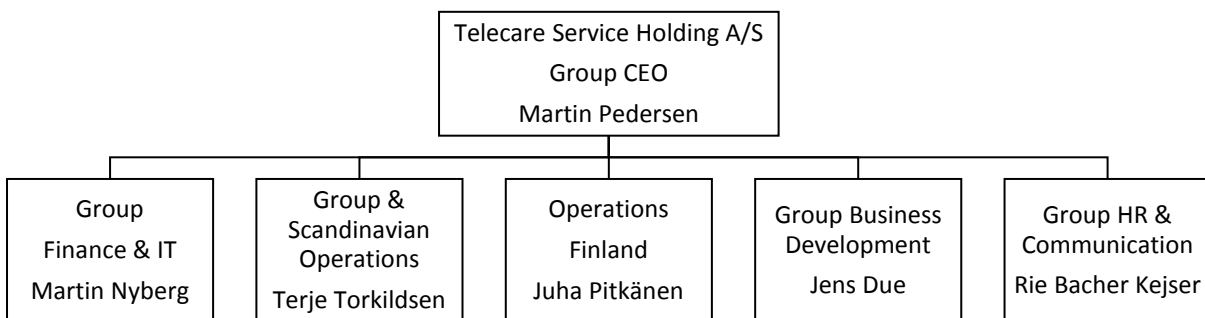
We are dedicated to improve end customer satisfaction. We will think Nordic and act locally to provide effective and efficient services and support systems adapted to individual customer service needs and priorities. Thus, we will serve our Nordic customers by a single-point of contact. Similarly, we will manage repair production on a Pan-Nordic basis to provide optimal capacity and service levels. Following careful post-merger efforts, and to facilitate fast decision making, a new Group Management will head operations supported by joint Finance & IT, HR and Business Development.

Martin Pedersen is as of 1st December 2014 appointed new Group CEO of Telecare Service Holding A/S. He has a long career background of general management positions in the mobile device business with Nokia. He has held the position as General Manager Northern Europe as well as the Nordic region, and built vast experiences within sales and aftersales services. Prior to joining Telecare, he was Vice President Retail Sales and Operations Europe with Statoil Fuel & Retail. Thus, Martin Pedersen brings valuable mobile industry and retail experience to head the overall development of the Telecare Group.

Current Chief Executive Officer of Deltaservice, Terje Torkildsen, will as Chief Operating Officer be responsible for the Group’s Nordic customer relations, as well as sales and production in Scandinavia. Reporting directly to the Group CEO, Juha Pitkänen, current Chief Operating Officer of Optima, will head operations in Finland in close cooperation with Terje Torkildsen.

Martin Nyberg, current Chief Financial Officer of Telecare, will as Group CFO head joint Finance and IT. Current HR & Communication Manager of Telecare, Rie Bacher Kejsler, will head Group HR & Communications.

To drive the future development of operations and service concepts a new Group Business Development project organization is established. Current Chief Executive Officer of Telecare Service, Jens Due, will as Chief Business Development Officer head these initiatives.



All customers and business partners will be contacted directly to settle details on future contact persons and cooperation.

For further information on this announcement:

Mads Middelboe, Executive Chairman, tel. +45 29293000, mads.middelboe@telecareservice.dk