

CLOSER
FASTER

A GREENER COMPANY





Contents

Message from the CEO	5
Our Vision	7
Our Mission	9
Our Goals	11
Our Values	13
Main Business Focus	19
Environmental Sustainability & Corporate Social Responsibility	21



MESSAGE FROM THE CEO

Dear Stakeholder

The way we communicate changes constantly. Today's world has become more transparent and much smaller. Our people, technology, and competence have worked in this space for over fifteen years. However, from our perspective, it is now that our business can influence our every day life. It is now that the whole population has the tools to use our technology. It is now the time to share **our passion** and to tell you our story.

This mission statement handbook is meant to give our stakeholders a better idea of our vision, who we are, and what our values are. In addition, we have described how we work and what type of **responsibility** we take in our common world.

If you ask our employees about our **uniqueness**, all of them would say "our software technology". I must admit that we are a technology driven company – although from my perspective the technology is the result of the **brains** of our employees. Hence, for me, my co-workers are the life and blood in this company.

We have **success** when you have success. Our driving force is to create **value** for our customers. We do that through thinking: How can we increase your **revenue**? How can we increase your **customer satisfaction**? How can we improve your productivity? When our team play well with our customers and partners, we have success. We have many success stories and look forward to many more in the future.

We care about the **environment**. Our corporate social responsibility culminates through our "**golden rules of mobile use**". The choices we make will influence our next generation. If we are communicating and talking to each other, we have a good foundation for **growth and peace**. **Together we must have the courage** to take the necessary actions.

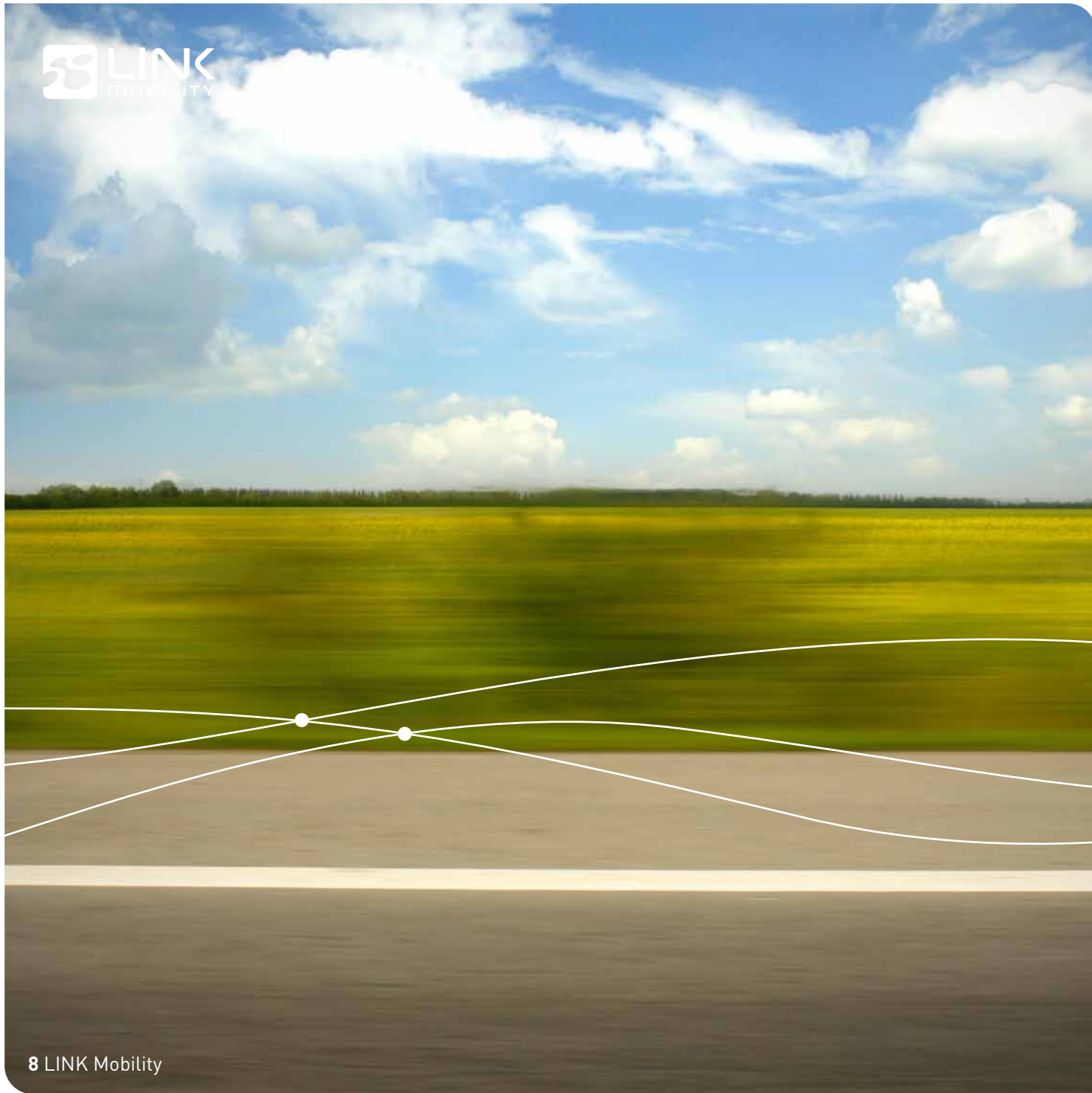
Glenn Stenholm



VISION

Smarter Mobile Solutions

We believe that if we help organisations communicate easier we will enable them to get closer. When people get closer, they communicate easier. LINK's core competence is to help people communicate closer and faster. We know this is the only way for growth, whether we are talking about personal relations, business relations, small or big organisations. Our story covers 15 years, and our vision is clearer than ever. We live every day believing in this vision.



MISSION STATEMENT

Closer. Faster.

Our mission is to help organisations communicate closer and faster. Through our people and software technology we help organisations communicate closer in order to increase customer value. We help organisations communicate faster in order to increase efficiency. We help organisations communicate closer and faster, aiming to win the race in the competitors space. With these pillars, we hope to build the foundation for growth.



GOALS

We strive to

1. Be the first choice in the Nordic mobile content market.
2. Increase customer value.
3. Increase customer productivity.
4. Provide fast delivery service.
5. Nurture our employees into prosperity.
6. Take environmental & social responsibility.



VALUES

What we believe in

Time is precious, fast execution is vital.

Always a solution.

Autonomy creates value for customers.

Honesty, openness and respect.

Eager to learn.





VALUES

TIME IS URGENT, FAST EXECUTION IS VITAL

We strive to work hard, **fast**, but with **excellence**. In this way, we achieve **success**. We know time is a valuable resource for our customers. Hence, in order to win in the competitors space, it is important to be fast.

ALWAYS SOLUTIONS

There are **only** solutions. Sometimes we meet great challenges. Sometimes they demand time, sometimes money. But, there are always solutions. **Always**.

AUTONOMY CREATES VALUE FOR CUSTOMERS

Our starting point is our people and software technology when meeting our customers. In order to work effectively, create value and solutions for our customers, we believe in **nurturing** our employees with **autonomy**. With autonomy follows **responsibility**. Responsibility creates ideas and growth. We believe strongly in this concept for two reasons, firstly to attract the best brains to work for us and secondly to create the best solutions for our customers.



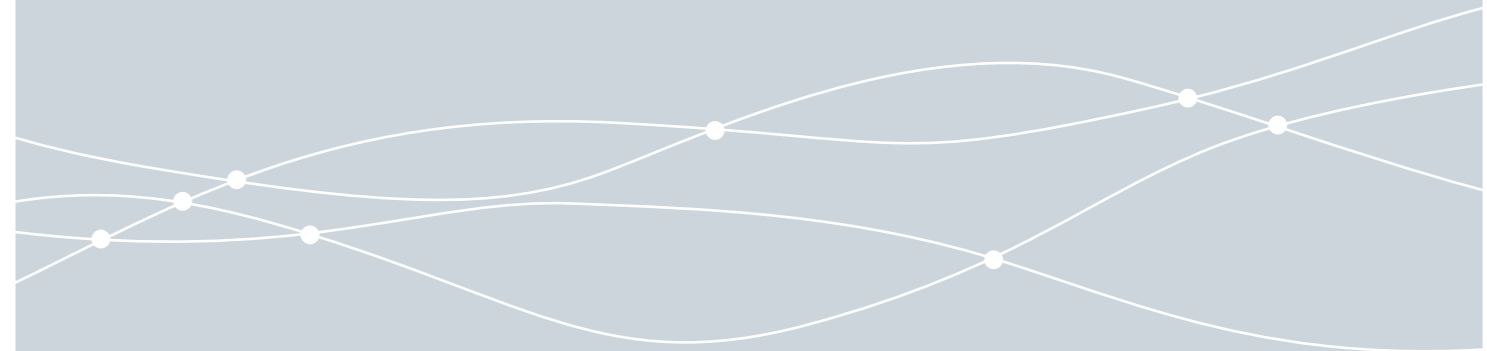
VALUES

HONESTY, OPENNESS AND RESPECT

Fundamental in all communication and relations is **reciprocal respect**. Brutal **honesty** may be tough, but is always the best for growth. Courage to share ideas and be **open-minded** provides us with an invaluable foundation for customer value.

EAGER TO LEARN

We are eager to learn new ways of **creating solutions** for our customers. We are constantly **hungry** for new facets and fragments in our software technology, which makes solutions easier. This never stops. We feel obliged to all of our working partners who stimulate our appetite for **learning**.





MAIN BUSINESS FOCUS



Mobile Dialogue

Tickets, reminders, information, payment, subscriptions, competitions.



Mobile Applications

Downloadable, tailor made mobile solutions, with easy user interface.



Mobile Marketing

Campaigns, coupons, loyalty programmes.



Mobile Portals

Web platform into smarter mobile platform.



ENVIRONMENTAL SUSTAINABILITY & CSR

Environmental sustainability & Corporate Social Responsibility

We care about the environment. We care about our next generation. We believe we can make a difference by doing small things in our every day life. We have the courage, based on our existing knowledge, to take the necessary steps in order to find environmental friendly solutions for ourselves and our customers.

In order to act on this philosophy, we have developed "the golden rules of mobile use". This is our way of taking social responsibility and to create our environment sustainability. We hope you will be inspired to follow our recommendations.



ENVIRONMENTAL SUSTAINABILITY & CSR

The Golden rules of Mobile use

- 1. You shall not dial while driving.**
- 2. You shall not grow too attached to the mobile phone.** Turn it off during night, meetings and
- 3. Use ear phones when talking.** Reduces health risk.
- 4. You shall not have a message intro lasting more than 15 seconds.**
- 5. Go Internet surfing on your mobile phone rather than on your desktop computer.** Updating your Facebook status from a mobile phone consumes about 100 times less energy than if you were to do the same on your desktop PC.
- 6. Extend the life span of your phone as much as possible.** Reuse or recycle the phone when you are finished with it.
- 7. Choose mobile phone providers that have green practices.**
- 8. Use SMS.** Its more effective than talking, uses less energy and is more cost efficient.
- 9. Use the mobile in tickets, banking, and dialogue.** It saves energy, saves paper, and is cost-efficient.
- 10. Make life easier with your mobile.** Move into the future! Remember, your mobile phone is not a talking device, it is a communication device. Use it to enhance your life.



INSPIRATION

Be inspired*

Please look at the following cases for inspiration. What do all of these success stories have in common? They all master the art of new mobile communication.

Do as SEB or Nasdaq – communicate quickly with customers.

Do as Kappahl or Aller – increase revenue, get closer to the customers.

Do as Kuoni – improve efficiency with mobile solutions.

Do as Tele 2 – increase customer loyalty.

Do as Gotlands Energi, get “greener”, save paper & money.

Do as Helse- Nord, improve quality and productivity.

Do as Sollentuna Specialistklinik, improve efficiency and productivity.

*Please look our website for more inspiration.

LOCATIONS

Stockholm

Skeppsbron 34
SE-111 30 Stockholm
Sweden
Phone: +46 (0) 770 870800
Fax: +46 (0) 8 4408299

Oslo

Grensen 18
N-0159 Oslo
Norway
Phone: +47 22 99 44 00
Fax: +47 85 02 85 70



A GREENER COMPANY

