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LINK Mobility returns to the Oslo Stock Exchange as the largest Nordic IPO so far in 2020

Oslo, Norway, 21 October 2020

LINK Mobility, a provider of mobile communications solutions and digital conversations, was listed on the Oslo Stock Exchange today, trading under the symbol LINK.

The services provided by LINK Mobility enable banks, public authorities, organisations, online stores and others to communicate with their customers seamlessly across messaging platforms, sectors and geographies. As one of Europe's leading providers of mobile messaging and Communications Platform as a Service ('CPaaS'), LINK Mobility covers a wide range of use cases and industries. The company's solutions engage consumers in digital conversations spanning from status updates on shopping and package delivery to responding to medical appointments.

In 2019, LINK Mobility delivered 9.5 billion direct messages on behalf of its clients.

Digital conversations

The company's vision is to enable meaningful, personalised, reliable and valuable conversations between customers and companies. As the world rapidly digitalises, mobile messaging has become an indispensable part of most consumers' social communication. This digital megatrend calls for technological solutions that enable companies to talk with their customers, and authorities with their citizens, in an efficient, personalised and mobile-centric manner.

"Consumers expect and demand fast access to updated, personalised and reliable information through the communication apps they have on their smartphones. Our technology allows for brands to use these channels to build those meaningful and valuable connections with their customers that can be so crucial to a company's success," says Guillaume van Gaver, CEO of LINK Mobility.

When the company was listed on the Oslo Stock Exchange today, it was with a clear promise of bringing LINK Mobility's seamless and easy solutions for mobile communications and digital conversations to an even greater audience.

Largest Nordic IPO so far in 2020

"The response to LINK Mobility's IPO offering is evidence that many investors are aware of the potential that lies in our solutions for digital conversations and effective and secure modern communication," says Jens Rugseth, chairman and co-founder.

The offering was quickly oversubscribed, securing close to NOK 7 billion through the offering of shares in the company. In the Nordic region, no other stock market launch has received greater response so far in 2020.

"The possibilities that exist within personalised digital communication are clearer than ever and are contributing to positioning the company for further growth; both organically and through strategic acquisitions," says Rugseth.

"We are excited to bring LINK Mobility to the Oslo Stock Exchange and continue expanding into promising markets in Europe and beyond. I would like to thank our entire organisation that has worked tirelessly to ensure that the company delivers on its promises and continues to provide solutions for engaging and rich

digital communication to a broad range of sectors,” says van Gaver.

Powerful technology

LINK has established a solution-oriented and cloud-based CPaaS platform – a modular and decoupled platform designed to support all customer types (Enterprise, SME and Partner). The platform is optimised for sending large numbers of messages per second, using a variety of communication channels (SMS, WhatsApp, Viber, Google Verified, RCS, mobile applications push). The platform offers services such as messaging, mobile invoice, conversations and coupons combined with intelligent routing and orchestration. The unique and innovative solutions have been developed by LINK Mobility’s developers in close cooperation with customer demands.

“We are proud to have created an innovative and modular CPaaS platform for flexible customer solutions, allowing customers to maximise their return on investment,” says Torbjørn G. Krøvel, CTO of LINK Mobility.

About LINK Mobility:

LINK Mobility is one of Europe’s leading providers of mobile messaging and Communications Platform as a Service (‘CPaaS’) solutions for customer engagement serving enterprise, SME and government customers. LINK offers a wide range of innovative and scalable mobile solutions, creating valuable digital convergence between businesses and customers, platforms and users. As of 30 June 2020, the Group had more than 33,000 customer accounts across Europe, and in 2019 LINK exchanged 9.5 billion messages. For more information about LINK, see www.linkmobility.com.

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In connection with the Offering, the Managers and any of their affiliates, acting as investors for their own accounts, may subscribe for or purchase shares and in that capacity may retain, purchase, sell, offer to sell or otherwise deal for their own accounts in such shares and other securities of the Company or related investments in connection with the Offering or otherwise. Accordingly, references in the prospectus to the shares being issued, offered, subscribed, acquired, placed or otherwise dealt in should be read as including any issue or offer to, or subscription, acquisition, placing or dealing by, such Managers and any of their affiliates acting as investors for their own accounts. The Managers do not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligations to do so.

Matters discussed in this announcement may constitute forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believe", "aims", "expect", "anticipate", "intends", "estimate", "will", "may", "continue", "should" and similar expressions. The forward-looking statements in this release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking statements. Forward-looking statements speak only as of the date they are made and cannot be

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The Offering may be influenced by a range of circumstances, such as market conditions, and there is no guarantee that the Offering will proceed and that the listing will occur.

MIFID PRODUCT GOVERNANCE/PROFESSIONAL INVESTORS AND ECPS ONLY TARGET MARKET

Solely for the purposes of the product approval process of the Managers, the target market assessment in respect of the securities described in the prospectus (the "Securities") has led to the conclusion that: (i) the target market for the Securities is eligible counterparties and professional clients only, each as defined in MiFID II; and (ii) all channels for distribution of the securities to eligible counterparties and professional clients are appropriate. Any person subsequently offering, selling or recommending the Securities (a "distributor") should take into consideration the Managers' target market assessment; however, and without prejudice to the Company's obligations in accordance with MiFID II, a distributor subject to MiFID II is responsible for undertaking its own target market assessment in respect of the Securities (by either adopting or refining the Managers' target market assessment) and determining appropriate distribution channels.

STABILISATION

In connection with the Offering and in accordance with all applicable laws and rules, ABG Sundal Collier ASA, in its capacity as stabilisation manager for the Offering on behalf of the Managers, may (but will be under no obligation to) effect stabilisation transactions with a view to supporting the market price of the offer shares during the stabilisation period at a level higher than that which might otherwise prevail. However, stabilisation action may not necessarily occur and may cease at any time. Any stabilisation action may begin on or after the date of commencement of trading of the offer shares on the Oslo Stock Exchange on an "if issued/if sold" basis and, if begun, may be ended at any time, but it must end no later than 30 days after that date. Any stabilisation action must be conducted by the stabilisation manager in accordance with all applicable laws and rules and can be undertaken at the offices of the stabilisation manager and on the Oslo Stock Exchange. Stabilisation may result in an exchange or market price of the offer shares that is higher than might otherwise prevail, and the exchange or market price may reach a level that cannot be maintained on a permanent basis.

Any stabilisation activities will be conducted based on the same principles as set out in Section 3-12 of the Norwegian Securities Trading Act and the EC Commission Regulation 2273/2003 regarding buy-back programmes and stabilisation of financial instruments.