



## Latest msngr update brings more channels and greater experience to Latin American users

### 40 channels now live with exclusive content from leading brands

**ZURICH, Switzerland – 16<sup>th</sup> February, 2015** – Myriad Group AG (SIX Swiss Exchange: MYRN) the company creating and connecting communities across mobile, today announced that it has released a new version of its market leading messaging app, msngr, into the Google Play store and across feature phones.

Myriad announced that with this release, msngr now has more than 40 channels live across Mexico, Colombia and Central America containing exclusive content from leading brands including; Goal, Warner Music and Cinépolis.

Stephen Dunford, CEO of Myriad Group AG, commented: “We have seen rapid engagement with our user base. In Mexico alone, both channels from Terra and Ximena Sariñana have well over 100,000 followers each, just only a few weeks after launch, with individual posts being shared millions of times. As we add more brands and extend the reach of msngr channels across Latin America we expect to see further adoption from our 140 million user base.”

Diana E. Vazquez Alfaro, Content Director, Terra Networks said: “msngr is a new distribution channel that Terra wants to be part of, not only because it allows us to position ourselves to a new audience, but because it also gives us a chance to understand more precisely what that audience is looking for. Sports, showbiz and lifestyle content has proven to be the favorite among our msngr followers. Because of this, we are committed to providing this content to achieve a true engagement with our followers. We will achieve this as long as our users keep consuming and sharing our content.”

Launched in Mexico in December 2014, msngr content channels give brands a unique opportunity to connect with an aspirational millennial audience across infotainment, movies, music, sport and TV.

msngr is completely free from service and carrier charges when a user is on a partner network and is available to anyone with a data enabled mobile phone, from feature phones to the latest smart phones. Partnerships have been announced with América Móvil and Telefónica in Latin America.

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## About Myriad

Myriad delivers consumer applications, messaging solutions, and embedded software to leading OEMs, mobile operators, and pay TV providers worldwide. Our messaging services deliver instant messaging and social networking to tens of millions of users in Latin America, Asia and Africa. Working with some of the world's most successful mobile phone operators, Myriad's market leading chat application, msngr, enables consumers to connect to friends and family for free across feature phones as well as smartphones. Our Updates service, provided over USSD through our collaboration with Facebook and Twitter enables users without data plans to connect to the social networks and chat services they want to reach in a simple and affordable way. In many cases, Myriad's services are providing users with their first experience of the Internet.

Our market proven and innovative connected home solutions are found in billions of mobile phones and tens of millions of set-top boxes and Blu-ray players.

We operate worldwide, with offices in Switzerland, UK, France, USA, Mexico, India, UAE, China, Japan. Headquartered in Zurich, Switzerland, Myriad is listed on the SIX Swiss Exchange (SIX Symbol: MYRN).

For more information please visit our website: [www.myriadgroup.com](http://www.myriadgroup.com). You can also follow us on twitter @MyriadGroup.

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