



Myriad Group Teams Up with Facebook And Expands Social Mobile Service into Middle East, Indonesia and Malaysia

- *Myriad closes deals with major operators Celcom, Indosat & Mobily*
- *Powers emerging market social mobile messaging and monetisation, adding 70 million users to its addressable base*
- *Teams up with Facebook to bring mobile social networking to new users*

ZURICH, Switzerland –September 5, 2012 – Myriad Group AG (SIX: MYRN), the company powering billions of rich mobile social and web experiences on any connected device, today announces it has been selected by mobile operators Celcom in Malaysia, Indosat in Indonesia and Mobily in Saudi Arabia to deliver social mobile messaging via Myriad Updates and drive monetization of the mobile social experience for a combined subscriber base of over 70 million users.

Myriad Group is collaborating with Facebook on Myriad Updates to help extend their global footprint and enable the social networking giant to capitalize more effectively on the growing demand for mobile social networking in emerging markets.

Myriad Updates is a text-based social mobile messaging service that provides users simple, low-cost access to social networking via mobile. Accessible on any mobile device, subscribers can easily connect to Facebook without having to purchase a data plan, upgrade to a new mobile phone or even download an app.

With Myriad Updates, operators are able to offer greater value and more effectively monetize mobile social networking, even in emerging markets where many consumers own low-end mobile phones.

There are over 3 billion low-end mobile phones that currently exist globally, with the majority located in emerging markets such as Africa, Asia and Latin America. Because of Myriad's deep heritage in embedded software and its unique ability to deliver end-to-end solutions, operators are now able to easily tap into and capitalize on the lucrative opportunities that high-growth markets offer.

Simon Wilkinson, CEO of Myriad Group commented: "Our successful partnerships with Tier 1 carriers such as Telefónica in Latin America, Vodafone in India and Orange in Africa, combined with recent operator wins across Asia and the Middle East, as well as our innovative teamwork with Facebook, all mark yet another key milestone for Myriad as we continue to aggressively grow our global footprint and reinforce our market dominance as a mobile social powerhouse."

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About Myriad

Myriad is chosen by leading OEMs and network service providers to power rich mobile social and web experiences – from the most basic to the smartest connected device through a single, scalable platform.

Today, over 2.5 billion mobile users rely on Myriad software. Myriad apps often provide users with their first taste of the Internet, and with our proven technology embedded in every Android device we are on target to help our partners power the next billion users.

We operate worldwide, with offices in Switzerland, France, UK, USA, Mexico, India, UAE, China, South Korea, Taiwan, Japan and Australia. 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. You can also follow us on [twitter@MyriadGroup](https://twitter.com/MyriadGroup) and view our YouTube Channel - [YouTube.com/myriadgroupmarketing](https://www.youtube.com/myriadgroupmarketing).

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