

HiQ Technology Platform Expertise Boosts Blyk Growth

- building a game changing mobile advertising media

HiQ announces today a successful co-operation with Blyk in its expansion to the Netherlands.

HiQ developed a mobile messaging media solution for Blyk that provides extensive capabilities to integrate operator partner subscriber management to the Blyk media platform, which helps build a dynamic and scalable customer base for Blyk. Detailed permission based profiling is used to create targeted used segments for advertisers.

Blyk, the mobile messaging media, partners with operators to link young people with brands and other things they like. The chosen business model is cost-effective and scalable, and it enables considerably faster growth in the mobile advertising market in Europe and globally. HiQ has been an active partner with Blyk in its expansion already since 2008.

“Blyk has always been a media, but it launched initially in 2007 through its own MVNO channel. In 2009, this business model was changed to operator partnering as Blyk media. HiQ helped support this change by building a solid technological platform, and played a key role in supporting Blyk in its international growth”, says Jukka-Petri Sahlberg, Project Director at HiQ.

“We have been extremely satisfied with HiQ’s solid expertise and the way in which HiQ has identified and met our needs. Due to this, we have been able to implement our solutions quickly at a reasonable cost level”, sums up Turkka Oksanen, Head of Technology and Operations at Blyk.

The solution is scalable and has been dimensioned for millions of users. Blyk’s novel solution is currently used in its partnerships with Orange UK and Vodafone Netherlands.

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About HiQ

HiQ is an IT and management consultancy company focusing on high-tech solutions in the fields of telecommunication, software development and simulation. The company is a leading player in these fields in its domestic market, the Nordic Countries. HiQ employs more than 1,000 people in the Nordic countries and Eastern Europe. HiQ is listed on the Nasdaq OMX Nordic Exchange’s MidCap list. For further information, please visit www.hiq.se.

About Blyk

Blyk is a mobile messaging media that works with operators to link young people with brands and other stuff they like. Blyk launched its innovative mobile service in the UK in September 2007 and quickly became known as a leader in mobile advertising, audience engagement, and for its ability to drive unprecedented response rates and return on investment for advertisers.

Blyk pioneered the use of interactive text and multi-media messaging as an advertising format, leveraging the most predominant, everyday behaviour of young people (sending and receiving messages on their phones) and enabling young people to communicate with brands in the same way they do with everyone else. Blyk has offices in Helsinki, London, Amsterdam and Delhi. For more information, please visit www.blyk.com