

PRESS RELEASE

2nd February, 2016

New MobyLife CEO

Jakob H. Kraglund is joining MobyLife 2nd February 2016 as new Group CEO of MobyLife Holding A/S. He is replacing Martin Pedersen, Group CEO since 1st December 2014, who for private reasons has wished to be released from his duties with immediate effect.

On behalf of the MobyLife Board of Directors I would like to thank Martin for his strong efforts during the last fourteen months, during which period he succeeded in establishing MobyLife as the leading mobile device repair provider in the Nordics.

However, we are happy to announce that Jakob H. Kraglund will head the continued journey of MobyLife. Jakob (48) has extensive Nordic management and operational experience within professional services, outsourcing and IT services, including significant experience with the Telecom sector.

Jakob's track record includes a long career with Accenture, a leading global consulting, technology and outsourcing provider, where he served as Country Managing Director Denmark. During his time with Accenture, Jakob had responsibility for the Telecom practice and led a number projects with the major Telecom operators. Until recently, he served as CEO of Cambio Healthcare Systems, a leading Nordic provider of software and IT services for the Healthcare sector. Previously he also served as CEO of Traen, a leading Danish provider of IT Services for document management, self-service and work flow processing.

Thus, Jakob brings valuable industry and leadership experience to head the future development of the MobyLife Group.

Søborg, 2nd February 2016

Mads Middelboe

Chairman of the Board

For further information on this announcement:

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