

## IMImobile strengthens position as leading mobile solution provider by acquiring TextLocal

- *TextLocal's best-in class mobile messaging platform for SMBs has served over 120,000 businesses.*

**London, United Kingdom, 14<sup>th</sup> October, 2014** – IMImobile, a global technology company providing software and services which help businesses capitalise on the growth in mobile communications, today announced the acquisition of TxtLocal Limited (TextLocal), an award winning self-service, cloud based, mobile messaging business.

Named one of the fastest growing technology companies in 2013 by Deloitte and GP Bullhound in 2014, TextLocal is the leading mobile communications company focused on enabling SMBs to harness the capabilities of mobile messaging. Based in Chester and Malvern, TextLocal has served over 120,000 businesses, including customers such as Debenhams, Paddy Power, Greenpeace, Groupon and P&O Ferries.

IMImobile has identified significant opportunity to leverage its global footprint to introduce TextLocal's messaging platform to new international markets, industries and clients. The SMB mobile messaging market is forecasted by many analysts as one of the fastest growing segments and the TextLocal platform will form an essential element of IMImobile's mobile engagement product portfolio to capitalise on this trend.

Jay Patel, CEO of IMImobile commented: *"We are very pleased about the acquisition of TextLocal. The acquisition will allow us to target the small and medium sized business segment that we don't currently serve and expand our cloud based mobile messaging offering. We look forward to working with the entire team and we will be integrating TextLocal into the Group over the next six months."*

Furthermore, TextLocal and its customer base will benefit from IMImobile's capabilities of delivering multi-channel customer engagement and mobile payments solutions that work in synergy with TextLocal's innovative features such as mobile vouchers and ticketing.

Alastair Shortland, CEO and Founder of TextLocal added: *“We are very excited to become a part of IMImobile, who are a global leader of providing mobile engagement solutions in over 60 countries worldwide. We will continue with the development of innovative features and look forward to working with IMImobile on our mission to revolutionise how SMBs can communicate with their customers to drive engagement levels.”*

\*\*\* End \*\*\*

**Note to the editor:**

Further details about the acquisition are available here: <http://www.imimobile.com/live/regulatory-announcements.aspx>

**About IMImobile PLC**

IMImobile is a leading global technology company providing software and services which help businesses capitalise on the growth in mobile communication. Its services, delivered in over 60 countries in Europe, the Americas, MEA and India, help its clients to engage and transact with their customers more efficiently through smarter mobile engagement. The company's solution allow customers to use mobile as a channel to create new revenue streams, as CRM and customer engagement channel and as a channel to improve business operations.

IMImobile's DaVinci suite of products are modular, scalable and delivered through cloud infrastructure which is integrated into mobile operator networks, internet services and social media platforms. The products and solutions have helped IMImobile establish a blue-chip client base of leading mobile operators and global enterprises. Key customers include Vodafone, O2, Telefonica, Aircel, Airtel, BSNL, AT&T, MTN, France Telecom, Centrica, Coca-Cola, Universal Music, Tata, the AA, the BBC and major financial institutions.

The company is headquartered in London with offices in Hyderabad, Atlanta and Dubai and has 650 employees worldwide. IMImobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.

**About TxtLocal Ltd**

Textlocal is a mobile communications company founded in 2005 with offices based in Malvern and Chester. In 2005, Alastair Shortland and Darren Daws decided they wanted to transform the way businesses, individuals and groups communicate using mobile, and set up Txtlocal Ltd. Since then, with the development of their Messenger product, it has allowed over 120,000 users to communicate via SMS, MMS and Mobile Web.

Its services include Inbound and outbound SMS and MMS communications using a web based control panel, SMS Gateway and MMS API, mobile web page creation, mobile forms and surveys, SMS attachments and mobile vouchers and loyalty cards.

In 2011, Txtlocal Ltd rebranded to become Textlocal, with a new website and branding. They are members of the Chartered Institute of Marketing, Institute of Direct and Digital Marketing, Direct Marketing Association and Federation of Small Businesses.