



For the trade press

Stockholm, June 2, 2003

## **New CEO brings management experience and vision to Appload**

June 2 2003 – Appload, leading provider of wireless enabling technology for **over the air (OTA) delivery of content to mobile phones**, announces the appointment of Martin Sjöstrand as Chief Executive Officer.

Mr. Sjöstrand brings over 12 years of experience in international tele- and datacom executive management from Ireland, USA and Sweden and from companies such as Ericsson and Digiscope. Mr. Sjöstrand has managed a number of successful green-field start-ups including building one of the biggest IP-network global accounts in Latin America.

Fredrik Wångberg, Co-Founder and VP Marketing & Sales at Appload says, “We are delighted to have someone of Martin’s calibre on board. This is an exciting time for the company, as we are now entering into a new phase of growth. We see a clear uptake in our industry and have recently closed a number of deals with operators and portals globally. Martin’s expertise in managing fast growth in companies will be a great addition to our team.”

Martin Sjöstrand says, “I am thrilled to join Appload at this point as I think the company is perfectly positioned to take a significant part of the mobile content delivery platform market globally. The enabling factors needed for a fast growth of our industry are in place, and I share the view of the market that downloadable mobile applications will take the same route of success as the early mobile data services like SMS and ringtones. I am impressed by the achievement already made by the team, and I look forward to adding my experience and leading the company to further global expansion and success.”

##

**Appload Nordic AB** is a Swedish based company founded in 2001. The company focuses on wireless enabling technology and software for over the air (OTA) downloading of rich content to mobile phones and develops markets and sells the Appload Content Server (ACS). Appload was one of the very first companies in this arena and ACS was among the first OTA downloading servers in commercial use. ACS, based on a flexible core platform, is designed to handle all necessary aspects of provisioning and billing of smart content to end-users terminals. For more information please visit: [www.appload.com](http://www.appload.com)