



For the trade press

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Siemens Mobile Acceleration (smac) invests in Swedish Appload Nordic AB

Siemens Mobile Acceleration announced today its investment in Appload Nordic AB. Founded in October 2001, the Swedish start up company provides flexible content server solutions with a fast and simple set up of delivering Java applications to mobile devices.

The Appload products serve operator's and portal's needs for effective download handling. With the Appload Content Server Java-enabled phones users will be able to customize and personalize their handsets as they wish by downloading applications. With more than 110 million (ARC Group) to 130 million (Gartner Group) Java phones expected to be sold in 2002, market penetration will reach about 18 % of devices.

Appload's main product, the Appload Content Server (ACS), targeted at mobile operators and wireless service providers, is a solution for management, verification, provisioning and on demand distribution of Java applications and other types of content to wireless devices. It handles all aspects of content delivery and manages the complete life cycle of an application in a secure and user friendly way. Content is presented to the end-user in several different ways to make it easy to find, download and start to use the desired application.

Appload Content Server makes sure only applications suitable to the user's preferences and mobile phone is presented. The Appload solution is network technology independent and can be deployed in any generation of mobile network. The new packet switched networks currently being launched will open the door for more advanced content.

“Siemens is, with their global presence and technical competence, a valuable partner to us. Our cooperation with Siemens in South East Asia has already been fruitful and we are looking forward to creating more business together”, says Appload CEO Fredrik Wångberg. By the current financing the company receives its first external capital, in return for a minority stake in the company for Siemens Mobile Acceleration.

Dr. Dietrich Ulmer, CEO & President of Siemens Mobile Acceleration, underlines: "With our investment Appload will become a leading provider of a complete suite for delivery of applications over the air to end user devices. The Appload Content Server solution meets the needs of operators for an easily deployable, scalable and flexible download server. Additionally we see synergies within our current portfolio. The market entry of this company will be the next milestone in Siemens Mobile Acceleration's successful strategy in broadening the wireless market with new applications, with clear benefits for the end-user and increased business for the operators. "

Appload Nordic AB is a Swedish based company founded in 2001 as a spin-off from Siemens Mobile Solutions. The company focuses on developing state-of-the-art, 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 (ASC). Appload was one of the very first companies in this arena and ACS was among the first OTA downloading servers in commercial use. The company is owned **by the founder team with a minority stake held by Siemens Mobile Acceleration GmbH**.

For more information please visit: www.appload.net

Siemens Mobile Acceleration is a wholly owned subsidiary of the Siemens Information and Communication Mobile Group. Founded in Munich, Germany, in 2001, Siemens Mobile Acceleration is represented in Stockholm, London, Paris, Milan, Dublin, Vienna as well as in Beijing and Shanghai. For more information please visit: www.siemens.com/mobile-acceleration.

The **Siemens Information and Communication Mobile Group (IC Mobile)** offers the complete range of mobile solutions including mobile devices, infrastructure and applications. Devices include mobile phones, wireless modules, mobile organizers and cordless phones as well as products for wireless home networks. The infrastructure portfolio includes GSM, GPRS and 3G mobile network technologies from base stations and switching systems to intelligent networks, e.g. for prepaid services. Mobile Applications cover end-to-end solutions for Messaging, Location Based Services or Mobile Payment. For the fiscal year 2001 (September 30), IC Mobile recorded sales of EUR 11.3 billion and employed 30,730 people world-wide.