

OnMobile announces the successful deployment of its Ringback Tone product at Brazil-based Oi

Bangalore, April 01: OnMobile Global Limited (OnMobile), a leading provider of mobile music offerings, is proud to announce that it has successfully deployed its signature Ringback Tone product (RBT) for Oi in Brazil. OnMobile was selected by Oi, a prominent telecommunications player that serves 75 million Brazilians, as its official RBT partner in that country.

“We are delighted to bring to Oi’s mobile customers the ability to personalize the calling experience of their friends, family and contacts thanks to our RBT product,” said Mr. Sanjay Bhambri, Chief Commercial Officer, OnMobile. “This partnership has increased our market share in Brazil significantly and strengthened our already strong presence in Latin America - a key market for OnMobile. It also bears testimony to our proven track record in executing and managing comprehensive, fully-managed RBT offerings globally.”

Through this partnership, Oi will benefit from OnMobile’s relationships with key content providers in the music space as well as its strong in-house analytics capabilities and tools, consumer research, and multi-channel campaign management capabilities.

“Oi is continuously on the lookout for ways to enhance the mobile experience of its customers. Thanks to innovative products such as OnMobile’s RBT solution, we are able to further engage our subscribers by giving them access to a wider range of features that include music search and discovery capabilities”, explained Mr. Roberto Guenzburger, Director, Products, Oi. “OnMobile’s global RBT expertise and best practices coupled with its customized product offerings were instrumental in our decision to select this company as our partner of choice. These key strengths enable Oi to cater to consumer preferences while ensuring optimal utilization of technical hardware and resources, and seamless migrations.”

This partnership is an outcome of OnMobile’s previous accomplishments in Brazil and the overall Latin American market. It further strengthens the Company’s global dominance in RBT as exemplified by its recent record milestone of 500 million music plays delivered daily and 60 million RBT mobile consumers reached worldwide.

About OnMobile

OnMobile [NSE India: ONMOBILE], headquartered in Bangalore, India, and with offices in all regions of the world, delivers millions of music plays daily to mobile customers worldwide. Based on current deployments, OnMobile has the potential to reach more than 1.1 billion mobile users across several geographies. For further information, please visit www.onmobile.com

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