

OnMobile expands Board – appoints Nancy Cruickshank and Bruno Ducharme as Independent Directors

Bangalore, July 31, 2014: OnMobile Global Limited, a global leader in mobile services, today, announced the appointment of two new Independent Non-executive Additional Directors, Ms. Nancy Cruickshank and Mr. Bruno Ducharme to its Board.

Ms. Nancy Cruickshank is a serial entrepreneur and currently the Founder & CEO of MyShowcase Ltd, an innovative online and direct beauty retailer that works on building a distribution channel for leading beauty brands through a growing base of lady stylists. Mr. Bruno Ducharme is Chairman of TIW Capital Partners, a private investment company.

“We welcome Ms. Nancy Cruickshank and Mr. Bruno Ducharme to the Board,” said Mr. H. H. Haight, Chairman of the Board of Directors, OnMobile Global. “Ms. Cruickshank has an enviable reputation for creating innovative business enterprises with a social context. Mr. Ducharme brings onboard impeccable credentials and extensive experience in international telecom markets.”

Speaking about the announcement, Ms. Nancy Cruickshank said “I thank the OnMobile Board for this nomination. I am a strong believer in listening to consumers and look forward to help OnMobile strongly connect with its consumers.”

“I welcome this opportunity to work with OnMobile. With the explosive growth in digital media, OnMobile can play a pivotal role in creating and marketing solutions that are relevant to consumers. I look forward to working with OnMobile during these exciting times.” said Mr. Bruno Ducharme.

Ms. Cruickshank was the Launch CEO of Weve, a media & m-Commerce joint venture, leading a team that secured clearance from the European Commission for leading mobile operators in the UK. In 2008 she joined VideoJug, the market-leading How To website, as Global CEO. In May 2009 she moved to the Telegraph Media Group (TMG) as Executive Director, Digital Development where her focus was on growing TMG's digital proposition and revenue. In 2001 she launched Handbag.com, the pioneering fashion and beauty portal.

A History Honours graduate from Leeds University, Ms. Cruickshank worked for Condé Nast in marketing and advertising handling prestigious titles including Vogue and World of Interior. Ms. Cruickshank actively champions women entrepreneurship and advises on the Board of Telecity Group PLC [London FTSE 250] and MyShowcase Ltd [London].

Bruno Ducharme is the co-founder and former CEO of Telesystem International Wireless (TIW). From 1995 until 2005 TIW developed and operated mobile networks in several countries, including China, India, Brazil, Romania, The Czech Republic and the United Kingdom. In 2005 TIW sold its operations to Vodafone for \$4.4B. From 1990 to 2005 Mr. Ducharme was also Executive Vice-President of Telesystem Ltd.

Since 2005 Mr. Ducharme has participated in the acquisition of several telecommunications operators alongside financial sponsors and has served as a director of several telecommunications companies, including mobile operators in Austria, Greece, Lithuania, Latvia, Malta, Russia and Switzerland, a Luxembourg-based global satellite services provider, and developers of fibre-optic infrastructure and internet service providers in the United Kingdom. In 2010 and 2011 he also served as Group CEO of Vizada Group, a global provider of fixed and mobile satellite services that was sold to Airbus Group for \$1B in 2011. He currently serves as a director of mobile operators in Russia, Switzerland, Lithuania and Latvia, a cable and mobile operator in Malta, and a FTTH internet service provider in the UK.

He is a graduate of McGill University (Bachelor of Civil Law) and of The Wharton School of the University of Pennsylvania (MBA and MA) where he was a fellow of the Lauder Institute.

About OnMobile

OnMobile [NSE India: ONMOBILE], is headquartered in Bangalore, India, and serves customers in 59 countries on 5 continents. Founded in 2000, it is a global leader in the delivery of high quality Mobile Services, which are used by many of the best known mobile operators to provide information, entertainment, and personalization services to their customers. In the past one year, OnMobile has steadily grown its global footprint with the addition of marquis customers in Africa and North America. For further information, please visit www.onmobile.com

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