



24MAS appoints Magnus Kaberg to lead its US operations

STOCKHOLM, SWEDEN, 04 July 2012. 24MAS Group, a global award-winning mobile content developer, publisher, and marketer, has appointed digital advertising expert Magnus Kaberg to spearhead its foray into the US market. His entry forms part of the Sweden-based company's aggressive move to launch its diverse portfolio of services that will cater to the US mobile consumer.

Mr. Kaberg is a senior level executive whose extensive track record in sales, marketing, and media traverses the traditional and digital space. He has been active in the advertising and Internet industry, both in his native Sweden and in the US, for nearly two decades. He has built up a reputation in a wide-ranging scope of activities, from creative development and strategies to digital media and mobile services.

"We have huge plans for the US market and Magnus is the person we can fully entrust our goals with to provide intelligent guidance on this major endeavour. I'm proud to have him onboard and excited about where he will lead us in the coming months," enthused Lars Lindqvist, 24MAS's CEO.

24MAS is bullish about establishing itself in the US digital space and Mr. Kaberg's background in online marketing, broad network of industry connections, and invaluable insight on the US mobile consumer will form the cornerstone in the company's efforts.

"24MAS has the advantage of a thriving global operation in the mobile space. It's the perfect time to introduce its brand of mobile expertise into one of the world's largest mobile consumer markets. I'm confident we can bring in new and exciting digital experiences to American consumers, which will enable us to achieve our goals in the US," shared Mr. Kaberg.

The Group is placing a stronger focus on creating direct-to-consumer products that incorporate social aspects of its application and advertising offering for the US market.

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About 24MAS

24MAS is an international company focused on the distribution and development of mobile technology, applications and advertising. The company works with mobile operators, media networks, technology companies, application developers, and advertisers in over 80 countries. Headquartered in Stockholm, 24MAS has over 10 years of experience building cross-border business operations and currently has 130 employees at offices in Stockholm, London, Zurich, Cork, Copenhagen, Stuttgart, Belgrade, Singapore and Kuala Lumpur.

Visit www.24mas.com for more information.