



24MAS wins 'Best Games Monetisation' award

STOCKHOLM, SWEDEN, 30 November 2012. For the second year in a row, 24MAS was honoured at the prestigious ME Awards in London, becoming first in the event's history to win in the 'Best Games Monetisation Company' category. The leading cross-platform digital delivery services provider was cited last night for its achievement in enabling monetising options for games developers through its established global applications distribution footprint.

24MAS, which won 'Best B2B Content Provider' at last year's ME Awards, made its mark in 2012 by building on the capabilities of its acquisitions towards a more robust back-end technology platform to support features such as app rental and user subscriptions over the past 12 months.

"Being recognised at the ME Awards for two years straight brings inspiration and new challenges for us. We understand very much how game development is a collaborative effort and 24MAS has always believed in offering a truly inclusive strategy in monetisation, marketing, and distribution of titles to push higher collective growth," shared 24MAS's CEO Lars Lindqvist. "We express our heartfelt thanks to the ME Awards judges and our industry peers for the privilege of being part of this innovative community."

24MAS bested eight other top industry contenders in its category, including Flurry and GetJar, at the ceremony held at the Royal Garden Hotel.

Presented by UK-based Mobile Entertainment, this year's ME Awards expanded to 23 categories with over 150 nominees. Other winners included Spotify, O2 UK, Samsung, GREE, and InMobi.

The ME Awards 2012 winners were decided by a judging panel consisting of an estimated 500 executives across industry sectors that were drawn from Mobile Entertainment's contacts book.

A complete listing of those who bagged awards and an event recap can be found at www.mobile-ent.biz.

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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 150 employees at offices in Stockholm, London, Zurich, Cork, Copenhagen, Berlin, Stuttgart, Belgrade, Kuala Lumpur, Los Angeles, and New York. For more information, visit www.24mas.com. Join us on [Facebook.com/24MAS](https://www.facebook.com/24MAS) and follow us on Twitter [@24MAS](https://twitter.com/24MAS).