

11 August 2003

To the news editor

## 3 selects Cybercom to develop services

Cybercom and 3 (the mobile operator) signed a partnership contract for developing and integrating third-generation services.

The one-year contract with 3 took effect in June 2003, and opportunities for extension are possible. The contract's purpose is to together establish a long-term partnership for development of future mobile services. Cybercom has extensive experience in developing new services for telecom, finance, and pharmaceuticals market players that have sophisticated requirements. Now, as third-generation mobile services are being launched, companies with Cybercom's broad expertise can play an important role.

"Cybercom has high ambitions within the third-generation area," says Bengt Levin, business area manager at Cybercom. "We see this show of trust from 3 as a seal of approval for our top technical skills and ability to understand users' needs. For quite some time, we've worked with system integration of third-generation services at 3, and we look forward to developing new business with opportunities that third-generation technologies can offer."

3 is the first to offer mobile video communication in Sweden. Hutchison Whampoa owns 60% and Investor AB owns 40% of 3 in Sweden and Denmark. Both owners have extensive international networks and possess world-leading industrial and technological experience. Via Hutchison Whampoa, 3 is a world leader in mobile video communication, with third-generation licences in many countries. Right now, 3 offers video telephony and a broad range of services that enable/provide daily news, entertainment and positioning.

"With mobile video communication and fast transmission, many new opportunities unfold," says Lars Hermansen, IT reseller sales manager at 3. "The technology provides better, faster communication that's adapted for private individuals and for companies that operate within most industries. The next generation of mobile telephony is good for Sweden. That's why we chose to work with a company like Cybercom, which is in a high-tech niche."

### Find out more, contact

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Cybercom Group is a pan-European IT consultancy with a wide ranging experience in leading and delivering technology projects in the financial markets, banking, telecom and pharmaceutical industries. Cybercom was founded in 1995 and listed on the Stockholm stock exchange's O list (Stockholmsbörsen) in 1999. The company currently employs around 300 staff, has offices in Denmark, Sweden and the UK, and undertakes client projects throughout Europe.