



## News Release

### **SPIRENT COMMUNICATIONS PLC ACQUIRES MOBILETHINK A/S**

#### *Mobilethink's Device Analytics and Intelligence Solutions Strengthen Spirent's Ability to Help Operators Improve Customer Service Experience*

**London, UK – 15 September 2014:** Spirent Communications plc (LSE: SPT) (“Spirent”), a leading communications technology company, announces today that it has acquired Mobilethink A/S (“Mobilethink”) and its wholly owned subsidiary, Tweakker ApS (“Tweakker”) for a cash consideration of \$20 million, funded from existing cash resources. Headquartered in Aarhus, Denmark, Mobilethink is a provider of mobile device management, device analytics and intelligence solutions for mobile operators. Tweakker is a cloud-based mobile device configuration solution specifically targeted at Mobile Virtual Network Operators (“MVNOs”).

#### **Product highlights**

Mobilethink's solutions allow operators to correctly detect mobile devices, configure them for data usage, analyse device population trends, and run marketing campaigns with the goal of increasing average revenue per user. The Company's key solutions include:

- Device Configuration, a hosted managed service, enables operators to configure subscriber device settings. The turnkey interface dramatically reduces customer care costs while achieving greater customer retention.
- Device Analytics, with automatic device detection, gives mobile operators deeper insight into subscriber behaviour at the device level. Operators can develop more effective and differentiated device and service strategies.
- Tweakker is a cloud-based pay-as-you-grow mobile device configuration service specifically targeted at MVNOs and device makers who need a cost effective solution. This solution supports thousands of devices, enabling MVNOs to set up their customers' data services without customer support calls.

Mobilethink has over 100 mobile operator and MVNO customers across Europe and emerging markets in Latin America, Africa and Asia. Mobilethink and Tweakker, in combination with other products and services from Spirent, will offer in-depth and comprehensive network and device data, providing operators' marketing and customer support teams with the agility to respond to suggestions and proactively improve the user experience.

**Eric Hutchinson, Chief Executive Officer commented:**

“Hosted and cloud-enabled device intelligence solutions give operators and MVNOs the ability to significantly improve subscriber service experience. The acquisition of Mobilethink combined with Spirent’s extensive portfolio of mobile device performance and customer experience management solutions will help drive our overall growth with additional recurring revenue potential.”

“Mobilethink has been part of the Mobile Device Management market for over a decade and the core of the business is about enabling mobile operators of all types to seamlessly deliver services to their customers,” said Lars Houbak, CEO of Mobilethink. “Mobilethink along with Tweakker will provide Spirent customers a more comprehensive and intuitive way to better manage and improve the subscriber’s device experience.”

Tweakker CEO, Dennise Juul Poulsen added, “As a cloud-based device configuration solution, Tweakker is very well positioned to take advantage of the growing MVNO market opportunity.”

Spirent expects this transaction will be earnings enhancing and cash generative in the first full year, and have a return on investment over cost of capital.

For the year ended 31 December, 2013 Mobilethink reported revenue of \$8.2million. For more information visit: [www.spirent.com](http://www.spirent.com).

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**About Spirent Communications plc**

Spirent Communications plc is a global leader in test and measurement inspiring innovation within development labs, communication networks and IT organisations. We enable today’s communication ecosystem as well as tomorrow’s emerging enterprises to deploy life enriching communications networks, devices, services and applications. Further information about Spirent Communications plc can be found at <http://corporate.spirent.com/>.

Spirent Communications plc Ordinary Shares are traded on the London Stock Exchange (ticker: SPT). The Company operates a Level 1 American Depositary Receipt (“ADR”) programme with each ADR representing four Spirent Communications plc Ordinary Shares. The ADRs trade in the US over-the-counter (“OTC”) market under the symbol SPMYY and the CUSIP number is 84856M209. Spirent ADRs are quoted on the Pink OTC Markets electronic quotation service which can be found at <http://www.otcm Markets.com/otc-pink/home>.

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