

M2M Managed Services Specialist Wireless Logic makes significant UK and European moves

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- New country offices in Germany, France and Spain
- Board appoints new CFO and CTO to support UK and continental Europe expansion
- Year on year base growth exceeds 41%

LONDON: With growth across key European countries a major strategic objective for UK-based M2M Managed Services Specialist Wireless Logic (www.wirelesslogic.com), the organisation has made a number of senior appointments. Country managers now head up new subsidiaries in France, Germany and Spain where focus will be made on rolling out Wireless Logic's aggregated business model - multiple network M2M SIM connectivity backed by a range of award-winning managed services and platforms.

Philip Cole, Co-founder and Sales & Marketing Director, EMEA Wireless Logic says: "With market growth rates of 27% from 2012 -2016 (Source – ABI Research), we are committed to developing our presence across a number of key European countries. We've brought in a team of sector professionals who can deliver the value-add that Wireless Logic offers. Our growth remains strong with 41% year on year increase and a forecast of over one million contracted M2M SIMs during 2012".

Back in the UK, Wireless Logic's board has been bolstered by the arrival of Richard Miller as Chief Financial Officer, and Matt Thomas as Chief Technology Officer. Managing Director and co-founder Oliver Tucker, Wireless Logic comments: "These two board level appointments demonstrate the strength we now have in creating a global managed services provider. Richard Miller joins from PwC where he played a huge role in bringing our recent MBO to fruition with ECI Partners (www.ecipartners.com). Richard will be pursuing a number of acquisition opportunities as part of our growth strategy. Matt Thomas will head up our technology team; his remit includes further involvement of our dedicated M2M platform 'SIMpro' including software licensing opportunities as well as adding an additional layer of customer-focused services."

The expansion into continental Europe and an enhanced board coincide with Wireless Logic's UK Headquarters and Technology Centre relocating to Beaconsfield, Buckinghamshire, just 26 miles west of Central London. Oliver Tucker continues: "2012 has already seen considerable investment across our people, our office infrastructure and upgrades to our M2M platforms. Our programme of expansion will see multi-million Euro expenditure in our 3-year plan to ensure aggressive growth targets are met. The global M2M market continues to grow rapidly and Wireless Logic is ideally placed to support our customers to take advantage of the enormous range of opportunities this technology provides."

ENDS

About Wireless Logic:

Europe's leading independent managed services provider of M2M connectivity, Wireless Logic works with over 600 systems integrators, applications/systems providers and end users, delivering a range of managed services including specialist cellular connectivity, fixed IP, its own private network, and tariffs tailored to individual client requirements. Core markets include asset and vehicle tracking, metering,

security, payment solutions, remote working, and healthcare. As a pioneering aggregator, Wireless Logic works with major networks including O2, Vodafone, Orange, T-Mobile, and is forging strategic relationships across Europe with MNO's including Telenor. Wireless Logic's base will exceed one million contracted SIMs during 2012.

www.wirelesslogic.com

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