

Veoo and Pocket App Enhance Partnership to Bring Mobile Development Innovation to the UK

Submitted by: C8 Consulting

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- Veoo cements partnership with UK's largest independent app developer, Pocket App, following strategic investment in crowdfunding campaign

London, 25th May 2016 – Veoo (<https://veoo.com/>), a global mobile consultancy and leading provider of mobile messaging solutions, is delighted to announce that it will enjoy a closer working relationship with Pocket App (<http://www.pocketapp.co.uk/>), the UK's largest independent app developer, following its strategic investment in Pocket App's recently successful crowdfunding campaign.

Veoo's investment in Pocket App's campaign, which closed with 111% of its sought investment target of £750,000 raised, will see the organisations continue to combine their industry expertise in designing, developing and delivering innovative mobile solutions for their collective suite of global customers. Furthermore, this investment will see Pocket App partner with Veoo on the development of a number of exciting new products and services that the specialist mobile player, renowned for bringing value added solutions to market, plans to launch this year.

Paul Swaddle, CEO of Pocket App, comments, "Following the success of our recent crowdfunding campaign, which saw us raise over £830,000, we are actively forming strategic relationships with the world's leading global mobile consultancies as we look to expand our offerings and leap into the super-premium app development space. We are delighted that Veoo, an organisation which is not only experiencing tremendous business growth, but also has an incredibly strong pedigree in the mobile industry, has made a sizeable investment in our organisation and will be working more closely with us in the future.

Mobile usage is exploding across all industries and is one of the biggest disrupters in recent years, kick-starting the acceleration of digital interaction and precipitating huge product and service upheavals. Our crowdfund has uniquely placed us to take advantage of mobile's position at the forefront of not only consumer, but also enterprise thinking, and developing the close working relationship that we already enjoy with Veoo will strengthen our offerings exponentially."

Pocket App has received critical acclaim in numerous prestigious industry awards for its innovative approach to app development, having most recently been named a finalist in the 'Best Use of Mobile Payment' category of the Drum Marketing on Mobile Awards (MOMAs) 2016. Already the proud winners of a UK Digital Experience Award and a UK App Design Award, Pocket App was nominated in the MOMAs for its work on cab:app, the only mobile booking and payment app that connects passengers in over 90 cities across the UK and Ireland with professional, fully-licensed taxi drivers.

As well as being awarded for their ground-breaking mobile work, Pocket App and Veoo are also highly sought after as industry experts and thought leaders. Just last week, Pocket App CEO, Paul Swaddle, and Veoo VP of Corporate Sales, Gillian Hughes, were both invited to judge the industry's most inventive gaming apps at the 2nd annual Gaming App Awards, which took place on 20th May at the Jumeirah Carlton Tower Hotel, London.

Matthew Winters, CEO, Veoo comments on the partnership, "We have been impressed by Pocket App's fast development and highly innovative work. The company's reputation as a respected industry leader, as well as several recent award wins for its fantastic work on apps such as cab:app, are just a few examples of the many reasons why we are very excited about this partnership and why we decided to invest in the company during its recent crowdfunding campaign.

We have also recently launched an exciting new mobile solution of our own. Our Mobile Wallet solution, which harnesses Apple Wallet and Android Pay app functionality, provides marketers with a new way to create and deliver branded content like offers, coupons and loyalty cards to their customer base, across virtually every online and offline channel. Simultaneously, it leverages native communication functionality within Apple Wallet and Android Pay, to enable marketers to deliver time or location sensitive prompts directly to customers' mobile devices.

Following this launch, we have a number of other exciting new mobile products and services that we will be developing collaboratively with Pocket App this year, and I look forward to working together with one of the mobile industry's leading players."

To learn more about Veoo, please visit <https://veoo.com/>

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Notes to editors:

About Veoo

Founded in 2011, Veoo is a global mobile consultancy and SMS aggregator providing a cloud communications platform and one-stop-shop for any business looking to implement mobile. With a strong pedigree in both mobile payments and the online entertainment industry, Veoo is breaking new boundaries and challenging the status quo. A global player, Veoo has offices in seven different territories around the world and is rapidly expanding, soon to become eleven. With a portfolio of over 150 large-scale customers, Veoo works across a variety of industries including retail, financial services, online entertainment and many more. To learn more about Veoo, please visit <https://veoo.com/>

About Pocket App

Pocket App is the UK's largest independent app developer designing, developing and distributing award-winning mobile apps. Founded in 2011, Pocket App's senior executives collectively have over 30 years' experience in the mobile industry having worked in partnership to deliver projects for large telcos, as well as a vast array of leading brands and marketing agencies. Pocket App is a recognised specialist multi-platform application provider, designing mobile apps and mobile solutions. For further information please visit www.pocketapp.co.uk or follow us on Twitter @PocketApp.

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