

# OMNIFONE POWERS GUVERA'S EXPANSION INTO RUSSIA AND UKRAINE

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20 November 2014 - Omnifone, the industry's leading B2B cloud music platform provider, has helped fast track the expansion of Guvera's music streaming service into Russia and the Ukraine. Omnifone is working close with Guvera on its global expansion trajectory having recently supported the successful launch of the streaming service across 16 countries and five continents in 12 months. Among these countries are high growth markets; The Philippines, Singapore, Indonesia, Malaysia, Hong Kong, Australia and Venezuela among others.

Guvera offers on-demand access to millions of tracks and is available on web browsers, Android, iOS and Window Phone devices at an economically viable price point.

Omnifone CEO, Jeff Hughes, says: "We are pleased to see Guvera continue to break new ground both in terms of its rapid global rollout and innovative business model. We believe it will be one of the winners in the digital music space and we are proud to be powering its service in so many countries."

"As Omnifone continues to evolve our platform and scale, we are overcoming physical barriers so that our customers can seamlessly deliver music to more users on more devices around the world, quickly. Our far-reaching physical presence and uniquely flexible platform makes us the firm leader in the B2B digital music arena. This enables our partners to hit the ground running when entering new markets like Russia and the Ukraine with a superior on-demand music offering."

Michael De Vere, vice chairman, Guvera, says: "Guvera stands behind the concept of 'programmed globally, tuned locally'. Whilst this format helps to support local artists, users also benefit through being able to discover the music that matters most to them. Omnifone's platform has enabled Guvera to deliver music that matters to our members in Russia, Ukraine and the other 14 countries where Guvera's streaming service is live and powered by Omnifone."

Omnifone's cloud music platform, MusicStation, offers 38 million tracks across 45 territories and is expected to further increase its footprint within a year.

## About Omnifone

Omnifone is the leading B2B cloud music platform provider. It develops, licenses and operates global music services for customers across any connected device including SiriusXM, Guvera, Pono Music, Spotify, Sony Music Unlimited and rara.com. Its cloud music platform, MusicStation, delivers 38 million tracks across 45 countries. Omnifone powers more digital music services, in more countries and across more connected devices than any of its competitors.

In 2013 Omnifone was selected for the UK Government's Future Fifty programme and in 2014 ranked 12th in The Sunday Times Tech Track 100.

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