

Press release

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Appello continues the expansion -

- **Successful sales leads to organisational and profitable growth**
- **Increased focus on sales and partnership development – Leif Sundström prioritises sales at 100%**
- **Martin Svensson becomes new CEO**
- **Thomas Lindskog and Örjan Serner powers the organisation as senior advisers and members of the board**

Appello Systems AB, the leading provider of online mobile navigation, has experienced a very positive development since the start in 2004. New customers and partners, such as Aldinet, BT, Elite, Ericsson, KPN and TeliaSonera have generated organisational growth – Appello has today more than 20 people involved in the daily operations – and enabled a foundation for profitable growth. In order to further strengthen the prerequisites for continued success on the market, the management and the board of Appello have decided for a new organisation with the following responsibilities

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| - Operations and financials | Martin Svensson, CEO |
| - Sales & marketing | Leif Sundström, General Sales Director |
| - Key Account Management | Peter Tyreholt |
| - Product Management | Rasmus Ahlberg |
| - Development | Lars Szakaly, CTO |

“Within a short period of time Appello has with its mobile navigation solution, **Wisepilot**, established itself as a leading actor in the area of online mobile navigation”, says Ulf Ivarsson, chairman of the board. Recently, we have reached agreements with additional telecom operators and will together with our partners prepare for at least six product launches during the following six months. Such a commitment puts pressure on our organisation, acknowledged as the most efficient in the industry today. Strong focus on sales and added customer value in combination with high quality execution capabilities, are deciding factors for Appello. By the establishment of a new organisation Appello is laying the foundation for strong growth still keeping the quality in the daily operation.”

One of Appello’s founders and CEO until now, Leif Sundström will as a natural step completely focus on sales and marketing of Wisepilot and the other services Appello offers. “Appello is the most exiting and challenging adventure for me, says Leif Sundström. Our success makes our organisation grow naturally and we continuously improve processes and structure. My personal interest has always been sales and marketing, and from now on I can focus 100% on new customers, partners and opportunities. I am very happy that Martin who has been working with Appello since May 2005 takes the overall responsibility as CEO for Appello”.



In addition to the role as Key Account Manager, Martin has also been working as COO since June 2006. "Martin is a team-player and contributes with continuity and new perspectives in his new role at Appello, says Ulf Ivarsson. The entire Appello team and the board are looking forward to close cooperation and continued market success".

"The chance to develop Appello to one of the absolute leading companies in mobile navigation is a very stimulating challenge. A deciding factor for success will be the development of new services and concepts complementing the navigation experience. Appello was the first navigation provider that integrated active speed camera alert and directory services, such as yellow and white pages. Recently we also launched the leading Italian wine, hotel and restaurant guide in our solution for the Italian market. During 2007 we are looking forward to launch new content services in cooperation with leading partners. We are proud to offer a service that is highly appreciated by both our partners and the end-users, and believe we are well positioned for future opportunities", says Martin Svensson.

To further strengthen Appello's organisation Appello has managed to recruit Thomas Lindskog as senior industrial adviser, and Örjan Serner as a director of the Appello board. "Thomas has extensive experience from leading positions at both Ford and GM, and will contribute on a strategic level in Appello's collaboration with partners in the automotive industry, says Ulf Ivarsson, and continues "Örjan Serner has a strong background in sales and business development, which increases Appello's competence in questions regarding sales and partnerships.

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About Appello and Wisepilot

Appello is a leading provider of mobile GPS navigation services and offers turn-key solutions to mobile network operators and business customers. Appello has developed WISEPILOT™, a unique and award-winning navigation platform for mobile devices providing applications to the automotive and telecom industries. Appello's customers include some of Europe's largest mobile network operators, telecom distributors, mobile phone manufacturers and telecom system integrators. Appello has its headquarters in Gothenburg, Sweden.

For more information, visit www.appello.se | www.wisepilot.com.