

## Netbiscuits signs Solution Partner Agreement with Mavenix in Indonesia

### First Mobile Web Project implemented successfully for Goodyear

Singapore, May 4, 2010 – Netbiscuits, the leading cloud-based development and publishing platform for the mobile Web, today announced a solution partner agreement with the Indonesian mobile consulting and service company Mavenix. Based on this preferred partnership, Mavenix will enable businesses and brands in Indonesia to set up professional mobile Web services fast and cost-efficient.

Mavenix utilizes Netbiscuits as preferred platform to deliver Web services to the mobile channel. In addition, Mavenix will leverage its strong expertise at the intersection of marketing and technology to distribute Netbiscuits in Indonesia, one of the fastest growing mobile markets in the world.

Backed by the partnership, Mavenix has just successfully implemented the mobile Web portal of Goodyear GO, a corporate print magazine that is offered in Indonesia's Goodyear Autocare franchises. Apart from including all of the print magazine's articles, the mobile portal provides exclusive content by featuring cover story videos. Users also have easy access to the locations of the Goodyear car servicing shops.

"Considering that Indonesian mobile subscribers outnumber PC users five to one, the mobile Channel calls for Web applications that deliver a rich mobile experience on both high-end mobile devices and Web-enabled mass market feature phones," said Andy Zain, CEO of Mavenix. "This is where Netbiscuits comes into play. Being a standardized framework in the cloud, it provides our customers with comprehensive tools for a swift execution of their mobile strategies. It is also a great advantage for Netbiscuits to have an office in Singapore. The short flying distance means that anytime we need to join forces in educating the local market through seminars, workshops or meetings, Netbiscuits is always ready."

"With Mavenix we found a business partner in Indonesia with many years of mobile experience coupled with true entrepreneurship," emphasizes Joerg Krahnert, Managing Director of Netbiscuits in Singapore. "By adding more partners like Mavenix in the APEC region, Netbiscuits will further expand its footprint in Asia."

### About Mavenix

Mavenix helps its clients to have engagement with their audience using mobile media. As part of the ecosystem building exercise, Mavenix partners with reputable local publishers to offer local mobile sites with relevant local contents. Mavenix also works closely with other partners for technology support, advertising network solution, content providers, and others.

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#### About Netbiscuits

Netbiscuits operates the world's leading B2B web software platform for the creation, operation and monetization of mobile Web sites and apps. It serves the mobile Internet programs for premium online and media companies such as eBay, Universal Music, MTV and Axel Springer and leading agencies such as SapientNitro, Publicis and Ogilvy. Globally Netbiscuits delivers more than 2 billion mobile page impressions each month. Founded in 2000, the company has 80 employees in the USA, Germany, and Singapore.

The award winning Netbiscuits platform is available as a cloud-based software service. At [www.netbiscuits.com](http://www.netbiscuits.com) all tools, interfaces and mobile enabling technologies are provided to develop, publish, monitor, and monetize professional mobile web services. By using Netbiscuits, media companies, agencies, retailers, brand owners, developers, and service providers achieve a faster path to profit from their mobile Internet programs. In 2009 Netbiscuits won the internationally accepted ME Award for the „Best Mobile Publishing Platform“.

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