



**Our strategic focus: one group – two business units**

**Business unit Mobile Technology operating under Sevenval from February**

**Berlin, 27 January 2012 – The YOC Group will continue consistently to sharpen its strategic focus on its Mobile Technology and Media expertise in the financial year 2012. From now on the products and technologies from the business unit Mobile Technology will be marketed under the Sevenval brand. The business unit Media will continue to be operated under the YOC Media core brand.**

The Mobile Technology and Media market is one of the fastest growing markets. In 2011 the number of people worldwide using smartphones increased by more than 50 percent compared to 2010, with numbers continuing to rise. This significant growth naturally leads to more complex requirements, a growing number of market participants and increasing specialisation.

With a strategic focus on Mobile Technology and Media, the YOC Group has specifically identified the current market trends and is able to ideally meet the resulting requirements. Against this background it is only logical to reflect our Mobile Technology expertise in our corporate identity, bringing it under the Sevenval brand, which has been active on the market for more than twelve years.

Sevenval GmbH is one of the foremost technology specialists and solution providers for mobile, multichannel web and mobile marketing solutions, offering a high-performance product range for the creation of mobile internet portals, web applications, and integrated mobile marketing campaigns. With its FIT Technology, Sevenval ensures optimised content delivery to all handhelds such as smartphones, tablet PCs, portable game consoles and internet-enabled TV sets. The FIT Technology can adjust websites to the properties of handsets, operating systems and browsers. Our customers can choose between licensing their software products or having an in-house installation of either the FIT Server or the fitml.com cloud version.

The business unit Media including Mobile Advertising (YOC Media Network and YOC Performance Network) as well as the performance marketing platform belboon will continue to be operated under the YOC Media core brand, offering advertisers and their partners the largest premium mobile ad network in Europe.

Both business units Mobile Technology and Media will come together under the YOC Group umbrella brand.

## Press Release



**For more information on the Group please go to [www.yoc.com](http://www.yoc.com)**

### **Contact**

YOC AG

Corporate Communications

Christina von Grauvogl

Karl-Liebknecht-Str. 1

10178 Berlin

Phone: +49-30-726162-205

Fax: +49-30-726162-222

[christina.vongrauvogl@yoc.com](mailto:christina.vongrauvogl@yoc.com)