



## **PRESS RELEASE**

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### **Wireless Logic Announces the Acquisition of SimService**

*Wireless Logic, Europe's leading M2M managed services provider today announced an agreement to acquire SimService, the market leading M2M solutions provider in Denmark.*

The SimService acquisition marks the continuation of a growth strategy that strengthens Wireless Logic's increasingly dominant market position across Europe. Wireless Logic already has offices in the UK, France, Spain and Germany and sells to customers in 36 countries. SimService complements Wireless Logic's portfolio, bringing a market-leading Scandinavian player with local knowledge and enabling further product diversification within the rapidly growing M2M market.

Oliver Tucker, CEO of Wireless Logic, said: "In addition to offering complimentary products and services, our two companies share a technically competent, customer-focused and entrepreneurial culture. That entrepreneurial spirit and culture will carry-on, as Kim Wiig Kvist and Steen Gregersen, SimService co-founders, alongside their highly acclaimed and skilled team, will now lead the continuing expansion of Wireless Logic's business, offerings and capabilities in the Scandinavian market."

Kim Wiig Kvist, CEO of SimService, said: "We are extremely pleased to have joined the Wireless Logic group of companies. The financial strength and credibility of Wireless Logic across Europe will help us in developing our business not only in Denmark but also across the whole of Scandinavia. We will now be able to provide our partners and customers even greater access to the European market. I believe the opportunities and further diversification this acquisition will bring us are immense and we look forward to working with the Wireless Logic team over the coming years."

The acquisition of SimService by Wireless Logic comes just 4 months after CVC Capital Partners invested in the company following a four-year partnership with ECI Partners. During ECI's period of investment Wireless Logic expanded internationally, more than doubled its workforce as well as tripling the underlying subscriber base.

### **About Wireless Logic**

Europe's leading independent Machine to Machine (M2M) managed services provider, Wireless Logic works with over 950 application providers, system integrators and enterprises, delivering

a range of managed services including management and monitoring software platforms, a cloud-based private network infrastructure as well as specialist cellular and satellite connectivity. All services operate across a single unified technology platform and are designed to meet the specific needs of connected assets within the global markets of M2M and the Internet of Things (IoT). Continuous investment in technology enables Wireless Logic to provide an increasing range of value-added services which include specialist mapping solutions from Google and HERE, device management platforms and end-to-end security encryption services. Horizontally positioned, Wireless Logic works with hundreds of vertical applications - these include asset and vehicle tracking, telematics, metering, security, electronic payment, m-healthcare and a range of enterprise solutions. Connected devices through Wireless Logic exceed 1.6m subscriptions across 26 European networks. Carriers include Telefonica, Vodafone, Everything Everywhere, Telenor, SFR, Bouygues, Deutsche Telekom and Inmarsat. The breadth of connectivity options gives customers an unrivalled choice across Europe but with a global reach. Wireless Logic is headquartered in Beaconsfield, UK with country offices in France, Germany and Spain. For further information, please visit [www.wirelesslogic.com](http://www.wirelesslogic.com)

## **About SimService**

SimService is the market leading M2M solutions provider in Denmark. SimService turns endless possibilities and ways to benefit from M2M technology into efficient and profitable solutions, meeting all industrial standards and requirements. SimService is known for its insight and many years of experience as a successful M2M solutions provider. Its' success comes from years of hands-on experience and a strong network of global partners within different verticals. Central to all its solutions is the SimService in-house developed M2M online platform, which offers the most flexible tools available and brings the delivery and management of M2M services to a new level. For further information, please visit [www.simservice.dk](http://www.simservice.dk)