



Samsung Acquires Rich Communications Services Business from Skyview Capital's NewNet Communication Technologies

MISSISSAUGA, Canada – November 15, 2016 – Samsung Electronics today announced its acquisition of NewNet Communication Technologies (Canada), Inc. ("NewNet Canada"), a company operating Rich Communications Services (RCS) business within NewNet Communication Technologies. Previously known as NewPace prior to its acquisition by NewNet Communication Technologies, the company is a leading provider of RCS infrastructure and services. The acquisition reinforces Samsung's commitment to RCS as mobile networks transition to IP-based networks and services.

This acquisition is a critical milestone not just for Samsung but also for the communications industry. As an end-to-end GSMA-compliant RCS solution, it will accelerate the deployment of RCS-enabled networks, providing consumers with a ubiquitous standards-based messaging and communications platform. The acquisition will also enable Samsung to offer interoperable server solutions for mobile operators that do not already have their own RCS infrastructure. By driving significant value for operators and consumers, the mobile communications market can benefit from the broader communications ecosystem.

Consumers will benefit from an advanced messaging experience with features such as enhanced calling, group chat, and the ability to easily share and transfer large files including multimedia and high-resolution photos. Unlike other messaging apps in the market, users will be able to communicate on any network, with an RCS-enabled device as well as SMS-only devices.

NewNet Canada, based in Halifax, Nova Scotia, will continue to operate independently under the existing leadership of Brent Newsome and Gavin Murphy as a wholly owned subsidiary of Samsung Electronics Canada Inc.

About Samsung

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices,

tablets, digital appliances, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>

About NewNet Communication Technologies, BV

NewNet Communication Technologies, BV provides next generation mobile technology solutions. The company offers mobile messaging, secure transaction processing, interactive voice response, real time charging and rating, and broadband wireless and network optimization solutions. Additionally, it provides product and custom application development, installation, training, and network engineering and management services. NewNet Communication Technologies BV is a wholly owned portfolio company of Skyview Capital.

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