



Buongiorno's Recharge and Win (RAW) solution expands into Germany through deal with Telefonica O₂

"Prepaid Überraschung – Aufladen und Gewinnen" enables real time rewards and instant surprises for O₂ customers in Germany.

London August 5, 2010 – Buongiorno (FTSE Italy STAR: BNG), a global leader in mobile entertainment, is pleased to confirm a partnership with Telefónica O₂ Germany to launch O₂'s new service called "Prepaid Überraschung – Aufladen und Gewinnen" for prepaid mobile customers. The service will be launched on 9th August 2010.

O₂ will use Buongiorno's experience based on the five Recharge and Win (RAW) implementations worldwide and the successful and innovative "Top-Up surprises" service offered to O2 prepay mobile-users in the UK. The "Prepaid Überraschung – Aufladen und Gewinnen" campaign will result in any customer recharging €20 and more receiving a code to be redeemed on the special website www.o2.de/ueberraschung. Depending on the amount topped-up, the customer is eligible for different types of prizes: Silver or Gold, and there is a chance to win the Grand Prize Draw, which for the 1st campaign is a VIP city trip – three cities in three days.

Buongiorno not only invented the concept of contextual marketing but will also support O₂ to manage the technical infrastructure, run the campaigns, perform data analysis and manage the prize purchasing and logistics. The campaign will target O₂ entire prepaid base in Germany.

Prepaid is the indisputable payment mechanism of choice for the majority of the world's mobile subscribers and its influence is increasing: prepaid subscriptions claimed 72% of all global subscriptions (exceeding 5 billion). Prepaid consumers are very demanding about the value they get from each cent they spend with their operators. With increasing complexities from content and new services offered, global operators are reassessing their strategies to enhance retention. According to sector analysts, at least \$130 million is poured into prepaid campaigns annually to ensure that churn rates are kept to the minimum and dwindling margins per user are maximised. RAW, like other innovative forms of CRM, is playing an increasingly important role within operators' offerings.

Buongiorno, as a global leader in mobile entertainment, possesses the technology and know-how to innovatively improve network operators' CRM systems. Operators implement Buongiorno's real-time solution, RAW (Recharge and Win), to better understand their customers, reward loyalty with prizes redeemed in real-time, and in turn increase retention and customer satisfaction.

The partnership with O₂ in Germany follows on from the international success of the RAW proposition: the first contextual marketing-based loyalty program. In 2007, Buongiorno launched a focused Customer Relationship Management service (CRM), called "Win every time," with the operator Optus in Australia. Due to the huge success of this, Buongiorno launched a similar program with O₂ UK in November 2008, called "Top-Up Surprises," for its prepay mobile users which today is the longest running program, followed by "Ricarica e Vinci" for Telecom Italia Mobile (TIM) in November 2009 and in February 2010 with the launch of "Play&Gold" for Belgacom's prepaid mobile customers (Proximus) in Belgium - continuing the expansion of the RAW platform throughout Europe. So far, Buongiorno proves to be the company with the largest number of loyalty programs in place.

Jürgen Reutter, MD of Buongiorno UK & International, commented "We are excited by our partnership with O₂ in Germany and our growing list of RAW partners across Europe. Within the European operator market we recognised a need for our partners to find new ways to differentiate themselves by motivating and rewarding their customers. Buongiorno invested in developing a unique CRM platform and this investment has now enabled us to become the specialist CRM partner as we roll it out for more operators, supporting them in developing bespoke reward programs, increasing ARPU and reducing churn of loyal customers."



We are looking forward to a successful partnership with Buongiorno, says Peter Rampling, MD Marketing Telefónica O₂ Germany. “Prepaid Überraschung is [the first offering of its kind](#) for the German market and further proof of the ability of O₂ to offer innovative and outstanding services to the customers.”

About Buongiorno Group

Buongiorno (FTSE Italy STAR: BNG) is the multinational leader in mobile entertainment. The Company counts on an unparalleled international presence with 24 offices and business in 57 countries in 5 continents, 200 direct connections with +130 telcos and access to over 2 billion mobile customers. The Company operates with two business lines: mobile value-added services distributed directly - through its brand BlinkoGold for Mobile Content services and its social networks aggregator Helloxt - as well as through partnerships with leading telcos and media groups - and digital marketing services referred to as sponsored content (Buongiorno!Digital).

For more information about Buongiorno, please visit the website www.buongiorno.com

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