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## **Jolla successfully ends the Jolla tablet crowdfunding campaign and closes financing round B**

**Helsinki, Finland – December 11, 2014 – Jolla, the mobile company from Finland, today announced the results for its successful Jolla Tablet campaign, and the recently closed B financing round.**

Jolla Tablet, Jolla's crowdsourcing project in the popular Indiegogo crowdfunding platform ended on Wednesday December 10, 2014. The three-week crowdfunding campaign, the first part of the crowdsourcing project, was a success from the very beginning to the end.

The campaign's target of \$380,000 was reached in just two hours. Jolla ended up raising nearly five times the target, resulting in total contributions of over \$1.82 million in 21 campaign days. Over 13,000 contributors took part in the campaign from all over the world.

The Jolla Tablet campaign is the third biggest technology crowdfunding campaign coming outside the US. It is also the 11<sup>th</sup> largest campaign on Indiegogo ever.

**Antti Saarnio**, Chairman of the Board of Jolla comments: "Involving fans and followers early through a crowdfunding campaign is a perfect way to launch a new product, and also to test the demand in advance. We are really pleased with the outcome, and are happy and thankful to see so many early contributors participating. Jolla has a strong worldwide community who believe in us and this campaign is one proof of that."

### **Closing financing round B**

Further to the very successful result from the Jolla Tablet campaign, Jolla also recently closed its financing round B. After the B round, the company has so far raised 34M€ financing.

Antti Saarnio continues: "Although this is a sizeable funding for a start-up already, it is still a small amount considering the size of our mobile operating system agenda. Our 100+ team has created a world-class operating system in a very short time and with extremely limited resources. Many big industry players have tried to do the same with at least five times bigger resources. Sailfish OS is now ready for further international expansion, and we are looking for the right partners to join the Sailfish OS agenda and do that with us".

Especially, Jolla is interested in partnering with digital content providers and e-commerce players. In many markets over half of the e-commerce revenue is coming from mobile already and 2/3 of mobile OS revenue will come from m-commerce in the near future. Google's ecosystem is not designed for e-commerce partners, and it will not easily transfer into such a platform.

Saarnio continues: "This is where we see our opportunity: to shift from application-based mobile era into m-commerce-based mobile era, and to offer the best user experience for consumers. We welcome all digital content and e-commerce players to join the Sailfish OS agenda among operators and hardware vendors".

### **Jolla's focus is in software**

Jolla will focus its efforts to build licencing partnerships with key industry players. The company continues to develop its own Jolla devices as spearhead products, but does not see itself as a device company.

"People tend to think that we are a device company, but actually 90% of our efforts go to software development, i.e. building Sailfish OS. There are plenty of large device companies in the world, and we let them focus on the hardware business. Our core business has been and will be software", Saarnio concludes.

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Please see [www.jolla.com/press](http://www.jolla.com/press) for further Jolla press materials.

### **About Jolla Ltd.**

Jolla Ltd., the mobile company from Finland, develops mobile devices and Sailfish OS, the open mobile operating system. The first Jolla product, the Jolla Smartphone, was first introduced in November 2013 and it is currently available in Europe, Hong Kong, India and Russia. In November 2014 Jolla introduced the Jolla Tablet, set to hit the markets in Q2/2015.

Jolla was born in 2011 out of the passion of its founders towards open innovation in the mobile space, continuing the heritage of Nokia and MeeGo. The Jolla Smartphone and Jolla Tablet are designed and developed in Finland.

Jolla Ltd. has offices in Helsinki (HQ) and Tampere, Finland and Hong Kong.  
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