



For release on March 4, 2015, 11.30am CET

Snapdeal.com partners with Jolla to promote strong mobile ecosystem in India for Sailfish OS

Barcelona, Spain – March 4, 2015 – Jolla, the mobile company from Finland, today announced that India's largest e-commerce marketplace Snapdeal.com joins the 'Sailfish OS Alliance'. Together, Jolla and Snapdeal.com aim to promote the Sailfish OS based mobile ecosystem for the Indian market.

'Sailfish OS Alliance' is a partner network designed to create opportunities for regional device vendors and premium internet service providers, who may not be able to develop their products with other mobile operating systems, like with Android OS. The 'Sailfish OS alliance' also secures higher and more sustainable average revenue per user (ARPU) throughout the whole lifetime of the product or service. The independent Sailfish OS offers a user experience, which is highly customisable for e.g. deep integration of regional internet services, m-commerce and digital content.

With 'Sailfish OS Alliance' in India, Jolla and Snapdeal.com are answering to the increasing demand for creating differentiated mobile user experiences in the market. Jolla's Sailfish OS is the only commercially available mobile OS that offers the unique opportunity for local businesses to integrate their services on a prominent location in the user interface, while offering a ready access to a wide range of applications thanks to its Android app compatibility. Integrating local payment solutions, and the Snapdeal.com service, the offering is perfect for successful mobile business.

Sami Pienimäki, Co-founder and Chief Marketing Officer of Jolla comments: "This is a great opportunity for strong Indian brands to start offering unique differentiated products to the great and fast growing Indian mobile market. With Sailfish OS, we can offer a whole new level of software user experience differentiation, currently unseen in the mobile industry. Together, Jolla and Snapdeal.com will be able to provide a very strong offering for regional brands to introduce new products fast to the market."

Tony Navin, Senior Vice President of Snapdeal.com, comments: "We see a strongly growing demand for differentiated and versatile mobile offerings in India, and for this Jolla and Sailfish OS offer a solution that will be appreciated by all. We are very excited about this new level of partnership with Jolla."

Invitation to Indian partners

Jolla and Snapdeal.com will jointly promote Sailfish OS for Indian mobile device vendors and internet companies.

Jolla and Snapdeal have been collaborating since June 2014. Snapdeal.com launched the Jolla smartphone in India exclusively in October 2014.

Open industry invitation to the Sailfish OS alliance

Earlier this week, Jolla announced that it is inviting OEMs, ODMs, and leading internet, eCommerce, and content players to join the 'Sailfish OS alliance'. By joining the alliance, partners will get a privileged license to Sailfish OS to build an own unique mobile offering, and to take full advantage of the flexibility and versatile features of Sailfish OS.

Jolla also invites regional internet leaders especially from Russia, India, China and Japan, which are large enough markets and have strong interest to build their independent mobile ecosystems.

Jolla is currently working in close cooperation with leading software companies Tieto Corporation and The Qt Company to provide full-scale system integration and solution capabilities for partners in the development of Sailfish OS based mobile products.

Jolla at Mobile World Congress 2015

Jolla is actively present at Mobile World Congress 2015 presenting the Jolla Tablet, and the next generation 'Sailfish OS 2.0'.

Meet us at the Jolla booth 1F40, right on the main isle of Hall 1.

- Ends -

Press contacts:

Jolla Ltd., Juhani Lassila, Head of Communications, tel. +358 40 541 2365, press@jolla.com.

Please see www.jolla.com/press for further Jolla press materials.

About Snapdeal.com

Often referred to as the "Alibaba of India", Snapdeal's vision is to create India's most trusted digital marketplace that creates life-changing experiences for buyers and sellers. In February 2010, Kunal along with Rohit Bansal, started Snapdeal.com - India's largest online marketplace, with the widest assortment of 10 million+ products across 500+ diverse categories from thousands of regional, national, and international brands and retailers. With over 40 million members and 90,000+ sellers, Snapdeal.com is the shopping destination for internet users across the country, delivering to 5000+ cities and towns in India. The company witnessed phenomenal growth in 2013-14, growing 600% from 2013 to 2014, making it the fastest growing e-commerce company in India, through its leadership the m-commerce revolution in India, with over 60% of its orders coming from mobile phones.

In its journey till now, Snapdeal has partnered with several global marquee investors such as SoftBank, BlackRock, Temasek, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, among others. www.snapdeal.com

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. www.jolla.com