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Finnish mobile company Jolla opens in Africa - launches smartphone sales in Namibia with Telecom Namibia

Windhoek, Namibia, March 26, 2015 – Jolla Ltd., the Finnish mobile company, distribution company LexConsult, and mobile operator Namibia Telecom today announced the innovative Jolla smartphone running on independent Sailfish OS is now available in Namibia exclusively through TN Mobile.

Jolla is a Finnish smartphone running on open and independent mobile operating system Sailfish OS. Based on the heritage of Nokia and Meego, the Jolla smartphone offers a distinct user experience, unlike any of the competition.

The Jolla smartphone and Sailfish OS feature distinct button-less design, next generation gesture-based smartphone user interface, live multitasking, and full Android application compatibility. The Jolla smartphone is now available in Namibia exclusively through TN Mobile shops offline and online.

Sami Pienimäki, Co-founder and CMO, Jolla Ltd. comments: “We are absolutely thrilled to be launching our Jolla smartphone in Africa, a totally new continent for Jolla. Together with our local partners LexConsult and Namibia Telecom, we look forward to offering Namibians a unique smartphone user experience based on Sailfish OS, our independent mobile operating system powered by open source software. Jolla smartphone is the perfect choice for you if you’re looking for world-class multitasking features, focus on privacy (Jolla does not sell user data), a lot of personalizing options, Android application compatibility, and more.”

Armando Perny, Mobile Chief Officer, Namibia Telecom comments: “Jolla, with its independent mobile operating system Sailfish OS offers a fresh alternative to the smartphone market currently dominated by only a few players. We are very excited to be able to bring Jolla to Namibia. Together with TN Mobile’s 4G LTE network we can offer an unrivalled mobile experience to all Namibians.”

Jolla: unique user experience with distinct design from Finland

The Jolla smartphone represents simple and bold Finnish smartphone design heritage in its purest way. With its pure lines and clarity, Jolla feels sleek and just right in your hand. The button-less, gesture-based user interface, designed for optimal use with just one hand, offers an unrivalled user experience, which is fast and simple to use. With its live multitasking, Jolla is the only smartphone that shows all your running apps on one screen, without having to open and close them.

The Jolla smartphone supports all your favorite Android applications as well as intuitive native Sailfish OS apps, which makes Jolla an easy choice for those interested in a smartphone that stands out from the rest.

The Other Half: re-create your Jolla and make it a personal experience

The Jolla smartphone also introduces a previously unseen combination of hardware and software innovation, called "The Other Half". By attaching specifically designed smart covers, the smartphone becomes alive and unique, utilizing preset ambiances and functionalities, such as colors, fonts, sounds, profiles, and applications. Manufactured from ultra-durable and scratch resistant polycarbonate, "The Other Half" is the soul of your Jolla, delivering a personal and unique experience.

Pricing and availability

The Jolla smartphone will be available in TN Mobile shops around Namibia (starting from Windhoek) starting on March 28, 2015. The price for the Jolla is NAD 5,200.

Available accessories currently include The Other Half Lime, The Other Half Aloe, The Other Half Black, and The Other Half Pink. The price for each smart cover is NAD 300.

Open industry invitation to the Sailfish OS alliance

In early March 2015 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 is also looking for potential partners in Africa to join the alliance.

- Ends -

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Please see 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.

www.jolla.com

About Telecom Namibia

Telecom Namibia Limited is the national telecommunications operator, established in August 1992 and wholly owned by the Government of the Republic of Namibia. Telecom Namibia is functioning as a commercialised company and as a subsidiary of its parent company, Namibia Post and Telecom Holdings Limited.

Telecom Namibia is serving more than 145,360 customers, with 1,134 employees and annual revenue of more than N\$ 1,0 Billion.

Telecom Namibia is a customer driven company that change telecommunication products and services to the demand of its customers. Today customers want fast, reliable and advance services and Telecom Namibia is there to make that possible.

Telecom Namibia runs the largest Digital Telecommunication Network in Namibia. The company is a leading supplier of voice, text, data and video solutions.

www.telecom.na

About LEXCONSULT

LEXCONSULT is the Namibian distributor of Jolla. The company formed in 2007 under the Companies Act, 1973, as amended and is owned by private individuals. We are a leading consultancy company specializing in software engineering, database and web design/development, financial services, policy and legal frameworks, research and development, systems development and integration, multi-media and information technology. We provide high quality electronic business, Internet-based solutions and consulting services to Civil Society, NGOs, Corporate and Government sectors.

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