



SAILFISH OS

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Jolla announces new Sailfish OS partnership initiatives and unveils Aqua Fish with Intex Technologies

Mobile World Congress 2016, Barcelona, Spain, February 24, 2016 - Jolla Ltd., the Finnish mobile company and developer of open mobile operating system Sailfish OS, today announced a new Sailfish Africa partnership initiative with Mifone and collaboration plans with Fairphone. In MWC 2016, Jolla and Intex Technologies also unveiled the new Aqua Fish smartphone powered by Sailfish OS.

Jolla's Sailfish OS, the mobile operating system offering a true independent choice to the existing US-based operating systems is continuing strong in its licensing strategy. With today's partnership announcements and the unveiling of Intex's Aqua Fish smart phone, Jolla's regional strategy, focusing especially to BRICS countries, is now taking big steps forward.

Introducing the all new Aqua Fish powered by Sailfish OS

In Mobile World Congress 2016 Intex Technologies and Jolla presented to the mobile world the new Aqua Fish smart phone running on Sailfish OS. Aqua Fish is Intex's upcoming addition to the Aqua smart phone product line. It is the first device in the world running on a licensed Sailfish OS mobile operating system. The sales of the device will start by the end of April 2016.

Aqua Fish comes with a previously unseen concept for integrating premium locally relevant content directly into the smart phone's user interface. These services, called Super Apps, are available to the user with a single swipe from the smart phone's home view, and they are designed to improve the user experience significantly. The first market version of Aqua Fish will include the following Super Apps: Times Internet's Gaana, one of India's most popular music services, and Snapdeal, a leading Indian eCommerce player.

Mr. Sanjay Kumar Kalirona, Mobile Business Head, Intex Technologies comments:

"Intex has always brought innovative products in every hand, and has been recognized for its contribution in democratizing smartphones. Keeping with the tradition, we are the first mobile handset brand in the world to present a licensed Sailfish OS powered smart phone

to the world and for the Indian consumers. Sailfish OS is a young mobile OS; a challenger with a lot of promise. We are confident that with launch of a completely new operating system in their smartphones, our customers otherwise spoiled for choices will be delighted.”

Sailfish Africa ecosystem partnership with mi-Fone

Today, Jolla announced a new partnership to its Sailfish Africa mobile ecosystem: Jolla and mi-Fone. the FIRST African Mobile Devices brand (est 2008), have agreed to partner in Africa to bring Sailfish OS based devices to the African continent. The first mi-Fone device powered by Sailfish OS is expected to hit selected African markets in Q2/2016 combined with a service offering tailored for mass-market African consumers.

Antti Saarnio, Chairman of the Board of Jolla comments:

“We, together with mi-Fone strongly believe that Africa needs its own mobile ecosystem where Sailfish OS can be a strong independent building block. mi-Fone as an African brand is a natural device partner for us. When we then integrate leading banks, e-commerce platforms and other services into Sailfish OS we can truly offer something meaningful for consumers.”

Alpesh Patel, Founder and CEO of mi-Fone comments:

“We believe the real value for consumers comes from experiences. This is where Sailfish OS offers mi-Fone great opportunities to build differentiation and develop locally relevant offerings. We also believe that our African consumers will appreciate Sailfish OS’s focus on openness and privacy.”

Fairphone and Sailfish OS evaluating future collaboration

With Fairphone, Jolla shares a very active community that values transparency both in hardware production and software. Since autumn 2015 the Jolla developer community has been working to port Sailfish OS to the Fairphone 2, the ethical smartphone that uses modular design to increase the phone’s longevity and reparability. Following the progress of the community porting, Jolla and Fairphone are now evaluating possibilities to enter into commercial collaboration based on common values.

Olivier Hebert, Chief Technology Officer at Fairphone comments:

“Making the Fairphone 2 hardware an open development platform has been one of our major ambitions from the start. This way, we can foster innovation into new mobile software technology and applications, while giving users the choice in the operating systems that they want to use. Sailfish OS is something that a large proportion of our community has been very interested in. We will continue supporting the community to port Sailfish OS to the Fairphone 2 and are excited to explore the opportunity of commercial collaboration with Jolla.”

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

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About Jolla Ltd.

Jolla Ltd., the mobile company from Finland, is the developer of Sailfish OS, the open mobile operating system. The first Sailfish OS mobile 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 project, and in Q3/2015 Jolla announced the first major licensing partner for Sailfish OS, Intex Technologies.

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. Sailfish OS, the Jolla Smartphone and Jolla Tablet are designed and developed in Finland.

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

www.jolla.com

About Intex Technologies

Courage against all odds. A readiness to take any challenge on. And an energy that will make every fan roar with us! That's the spirit of the Gujarat Lions, and of Intex Technologies.

Intex was founded over 20 years ago, in 1996, and has built a legacy of innovation through products that are the epitome of style and substance. This includes mobile phones, multimedia speakers, LED TVs, washing machines, mobile accessories and wearable devices. Today, it is a matter of great pride that Intex is the No. 1 Indian mobile handset and multimedia speaker brand. Intex Technologies is well entrenched in the country's geography via a network comprising 1100+ distributors and 80,000+ dealers, besides a presence in organized retail chains and e-commerce sites. Intex Technologies' 1100+ service centers across India cater to even the remotest consumer of the country.

Intex has been associated with sports and cricket for long time. With the acquisition of this team, Intex is now an integral part of the biggest sports carnival in India. The team has been named Gujarat Lions, drawing on the deep sense of pride in our roots and all that symbolises the lion-hearted, go-getting, swashbuckling spirit of Gujarat. If there's a 'can-do' spirit anywhere, it's here.

www.intex.in

About mi-Fone

mi-Fone, founded by Alpesh Patel in 2008 is The FIRST AFRICAN Mobile Devices brand. The company was

born out of the thinking that big brands were missing the point and that ultimately Africa was best served by Africans themselves. mi-Fone is driven by a passion to empower and educate mass market African consumers with access to the Internet, as well as the use of devices as an information gateway. By placing millions of low cost feature and now smartphone handsets into the hands of the average African consumer, mi-Fone will realise its dream in enabling a whole continent to become productive and in turn to become more prosperous. In its 7 year history mi-Fone has been the recipient of many industry accolades including the 2014 Frost and Sullivan "Mobile Entrepreneurial Company of the Year Award" www.mi-fone.mobi

About Fairphone

Fairphone is a social enterprise that is building a movement for fairer electronics. By making a phone, we're opening up the supply chain and creating new relationships between people and their products. We're making a positive impact across the value chain in mining, design, manufacturing and life cycle, while expanding the market for products that put ethical values first. Together with our community, we're changing the way products are made. www.fairphone.com