



Intersec joins the Mobile Marketing Association

July, 25th 2013 – Paris, France – Intersec, the leading provider of innovative services platforms for telecom operators, announced today that it has joined the Mobile Marketing Association (MMA), completing a high profile list of major organisations.

Thanks to its 8-year experience in Mobile Marketing, Intersec is able to share unique insights with the 700+ MMA members. Intersec designs Contextual Mobile Services platforms enabling operators and third parties to engage with all mobile-equipped customers. Its one-of-a-kind technology enables to collect in real-time tremendous amounts of data available on MNOs' networks including location information on a mass-market scale. Operators are able to provide indoor and outdoor Location-Based Advertising to 100% of their subscribers, regardless of the device they own, without increasing handset's battery consumption or relying on the activation of GPS. Based on the analysis and monetization of such exclusive data, MNOs and advertisers are empowered with a goldmine of information to launch innovative services according to the consumers' actual usage, preferences and location such as contextual Location-Based Advertising, dynamic GeoMarketing and Multi-Channel Mobile Marketing. Major tier-1 MNOs that trust Intersec technology are Orange, MTS, SFR, Maroc Telecom...

Yann Chevalier, CEO of Intersec said: "We are very happy to be joining the Mobile Marketing Association. With our in-depth industry knowledge we are able to provide unique insights into the mobile marketing industry, and share our field experiences in innovative models such as LBA. Through this membership, Intersec is proud to reinforce its commitment in leveraging innovation to optimize business outcomes in the mobile industry, and contributing to the development of a promising ecosystem."

Paul Berney, MD EMEA of the Mobile Marketing Association said: "We are pleased to welcome Intersec as a member of the MMA. Intersec are among the pioneers in the mobile marketing industry with an impressive list of clients. I am sure that they can really bring value through their contributions to our members. We really look forward to working with them."

The Mobile Marketing Association is the premier global non-profit trade organisation that represents players within the mobile marketing value chain. The primary focus of the MMA is to establish mobile as an indispensable part of the marketing mix, and works to promote, educate, measure, guide and protect the mobile marketing industry worldwide.

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ABOUT INTERSEC

www.intersec.com

ABOUT THE MOBILE MARKETING ASSOCIATION

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