

Pressrelease from wireless analyst firm Berg Insight:

Berg Insight says handset navigation users will reach 70 million in 2014

Gothenburg, Sweden - October 10, 2008: According to a new research report by Berg Insight the number of mobile subscribers downloading navigation routes using their mobile handsets is expected to grow from 16 million users in 2008 at a compound annual growth rate (CAGR) of 27.9 percent to reach 70 million users in 2014. Revenues from subscriptions and advertisements are expected to reach Eu 597 million by 2014 from Eu 177 million in 2008, a CAGR of 22.4 percent.

The growing adoption will be driven mainly by the introduction of GPS-technology in smartphone handsets and bundling of navigation applications with mobile devices or service plans. Following the introduction of the first GPS enabled handset in Europe in 2007, there has been a massive increase in the number of models available from Nokia and other manufacturers. Increasing volumes have paved the way for widespread adoption of mobile navigation services in Europe. Meanwhile the US market has continued to grow to a level of 6 million active subscribers to mobile navigation services in Q2-2008. The anticipated launch of GPS enabled handsets by the GSM operators AT&T and T-Mobile USA are expected to drive further growth in 2009.

Andre Malm, telecom analyst, Berg Insight says, "The mobile industry is now starting to reap the benefits from the introduction of GPS enabled handsets. However, most mobile navigation users only use the service during a free trial period. The key challenge will be to convert these test-users into paying subscribers."

#### About Berg Insight

Berg Insight offers premier business intelligence to the telecom industry. We produce concise reports providing key facts and strategic insights about pivotal developments in our focus areas. Our vision is to be the most valuable source of intelligence for our customers.

For additional information, please contact:

Johan Fagerberg, CEO

E-mail: [johan.fagerberg@berginsight.com](mailto:johan.fagerberg@berginsight.com)

Phone: +46 31 711 30 91