



Telenor Connexion joins M2M World Alliance

The M2M World Alliance adds Telenor Connexion, the leading enabler of connected business solutions, to its growing global footprint.

Stockholm, December 11, 2014 - The M2M World Alliance announced today a new member, Telenor Connexion, to its operator coalition. The M2M World Alliance is a global partnership of telecommunications providers committed to bringing technology to market that will simplify the process of global M2M deployments. Telenor Connexion is a leading enabler of connected business solutions, with more than 15 years of experience in M2M/IoT solutions deployed across the globe.

Multinational corporations planning to roll out connected devices worldwide face a multitude of hurdles. As the largest mobile operator coalition in the world, the M2M World Alliance aims to eliminate the complexity associated with worldwide deployments of connected devices.

The Alliance provides a global solution aimed to simplify and promote the adoption of M2M communications worldwide. The unique solution leverages the operators' combined global presence to the benefit of customers.

“Our global SIM solution presents a significant opportunity for regional and multi-national businesses to bring their M2M solutions to multiple global markets,” said Randy Bryson, M2M World Alliance Chairman. “We are pleased to welcome Telenor Connexion as our ninth global member of the Alliance, expanding our footprint so businesses can seamlessly deploy connected devices in a wider range of countries around the globe.”

“A strong cooperation between operators on an international basis is imperative to support the emerging M2M/IoT development worldwide. We are proud to be a new member of the Alliance and committed to share our extensive know-how from global M2M deployments around the world says Per Simonsen, CEO, Telenor Connexion.

Major growth areas identified by the M2M World Alliance for its global solution include connected cars, fleet management, smart meters, consumer electronics, game consoles, wearable electronics, tele-health and security solutions.



About the M2M World Alliance

The M2M World Alliance is a global partnership of telecommunications providers dedicated to providing multinational customers with seamless machine-to-machine device connectivity around the world through its single SIM solution that works on all member networks. The M2M World Alliance enables businesses to deploy an international M2M solution through a single point of contact, manage a vast number of connected devices through a unified M2M Control Centre, and leverage the reach of the world's largest M2M partnership. Current members include Etisalat, KPN, NTT DOCOMO, Rogers, SingTel, Telefonica, Telstra, VimpelCom and Telenor Connexion.

For more information please visit: www.m2mworldalliance.com

About Telenor Connexion

At Telenor Connexion we design and operate connected business solutions. Building on more than 15 years of experience, a strong solutions portfolio and our collaborative approach, we make it easy to realize the value of connected services. Together with companies such as Volvo, Nissan, Scania, Hitachi, Securitas Direct and Telcare we have designed smart and innovative connected solutions deployed across the globe.

We support our customers throughout their entire product lifecycle - from solution design to operations and future development. By partnering with Telenor Connexion you are ensured a reliable and secure end-to-end solution that can evolve over time. Our headquarters and tech centre are located in Sweden and we have regional offices in UK, Germany, France, US and Japan. Telenor Connexion is wholly owned by Telenor Group, one of the world's major mobile operators. **For more information please visit www.telenorconnexion.com**