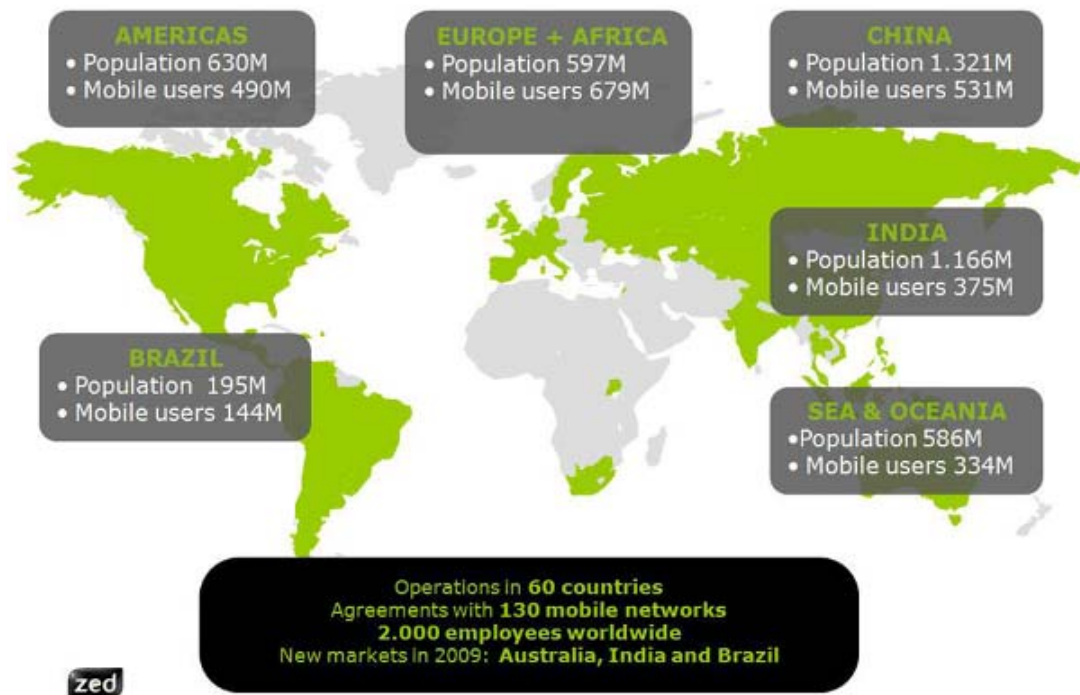




Company Overview

Zed Worldwide, the multiplatform digital entertainment company, develops and markets entertainment and community products and services for all platforms. The company is the leading mobile value-added services (MVAS) player in the world in terms of revenue and geographical footprint. Zed operates in 60 countries, including Europe's largest markets, USA, India and China and holds agreements with 130 wireless operators all over the world.



Founded in 1996, in Spain, the company's history is characterised by the ongoing development of innovative services in the entertainment and leisure arena for mobile and internet, and it remains at the forefront of the industry. Zed employs 2.000 people worldwide, and the company dedicates the 50% of these human resources, to R & D projects. Zed has four development centers located in the United States, Spain, Russia and China.



Zed Key Figures

- Leadership: #1 company in the Mobile Value Added Services Industry
- More than 10 years experience in the digital entertainment industry.
- 2.000 employees worldwide. 50% dedicated to R&D and innovation.
- Strong financials & growth: 2007 Revenues USD 545 M - 2008(e)- USD 870 M.
- Geographical footprint: operations in 60 countries in 5 continents.
- Agreements with 130 mobile network operators worldwide.
- Over 45 million users create the web and mobile Zed experience.
- Employees from over 29 nationalities and 80% of them hold a University degree.
- Portfolio of over 170,000 SKUs available in 7 languages.

Our History

1996

Founding of LaNetro. Javier Pérez Dolset and his brother Ignacio set up LaNetro in 1996, to offer interactive leisure and entertainment content accessible from any device with access to the internet.

1999

First SMS and WAP launched.

The company introduces its support for Wap, PDA and interactive television (Web TV) through its content portal LaNetro.com. The company is a pioneer in taking online content to any device with access to the Intranet.

2002

In 2002 realizing the opportunity arising in the mobile industry, the company decided to concentrate its activity on Mobile Value Added Services (MVAS).

2004

In September 2004, LaNetro acquired the mobile content pioneer, Zed, from Nordic operator TeliaSonera. After the deal, the company changed its name to LaNetro Zed and kept Zed as its brand for mobile contents and services. Founded in 1999 and a pioneer in the MVAS industry, the company worked as an aggregator and marketed products and services for mobile phones.

This business operation consolidates the company's position in the mobile content sector and furthers its international reach, with presence in 15 countries.



2006

In December 2006 the company acquired Monsternob Group PLC, one of its competitors with headquarters in the UK.

Also during this year, Zed bought Spanish company, Alvento Soluciones, a pioneer in the mobile services for business.

Zed holds operations in 37 countries.

2007

Zed markets the first web 2.0 based platform integrating mobile and web services, where members can participate in the creation of content which is then shared within the community.

LaNetro Zed becomes Zed Worldwide.

2008

Zed and one of its shareholders (Grupo Planeta) created a joint venture to boost the local guides business of Lanetro.com. Zed acquires Mobitween, the leading developer and publisher of games based on Adobe Flash® technology.

2009

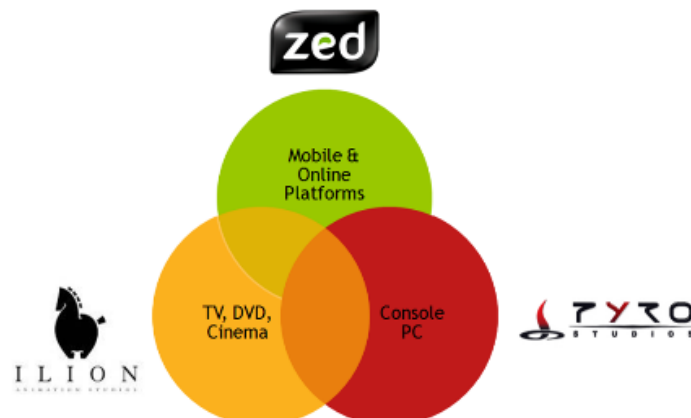
A year of great geographical expansion: acquisition of Netpeople, which gives great presence in Latin America, opening of a new office in Sydney, Australia, and joint venture with the Indian company Tanla Solutions Ltd, the local leading telecommunications software and services provider with worldwide operations.

Also, in its way to become the partner of choice and one-stop-shop for operators, Zed takes two strategic steps: the acquisition of Player X, British mobile media company specializing in Operators Portal Management, games and mobile TV & Video and Temafon, the exclusive content aggregator to one of the "big three" Russian operators Beeline. During 2009 Zed has started operations in Brazil, one of the largest markets by subscribers where Zed was not present. Zed holds today operations in 60 countries.

The Group: Digital Entertainment DNA

The Zed Group is a large organization of privately-held inter-locking European companies at the forefront of mobile phone and internet entertainment, film animation and video game production. Our vision is leading and pioneering world-class digital entertainment without platform boundaries.

The Group: Digital Entertainment DNA





Ilion Studios (www.ilion.com):

Ilion Animation Studios was founded in 2002 to create state-of-the-art computer animated movies for worldwide theatrical release using its own purpose-built cutting-edge technology to achieve a unique visual animation experience. 250 highly talented and experienced artists, program developers, high-tech engineers and other professionals from over 20 nations work together at Ilion on Planet 51, the studios' first CGI animation feature which is currently in production. Planet 51 was released in the United States on November 20, 2009 by Sony Pictures Releasing, and around the world by leading independent distributors.

Pyro Studios (www.pyrostudios.com):

Founded in 1996, Pyro is a leading video game developer in Europe, and the No.1 digital interactive studio in Spain. It has created 11 Skus for the global market, including the best-seller saga, 'Commandos', with more than 5 million copies sold worldwide.

150 strong team developing 4 new titles, including the Planet 51 game which will be released worldwide via a leading publisher, on all main and new generation platforms: Playstation3, Xbox 360, Wii, PSP and Nintendo DS.

Products and Services

Zed offers a wide ranging catalogue of products and services for consumers and businesses. The company offers its consumers innovative games for mobile phones and PC based on their own intellectual property, products and services based on Web 2.0, and entertainment applications and content. On the other hand, Zed's offering for businesses and third parties includes effective mobile marketing solutions to navigate the complexity of the mobile ecosystem.

D2C Products

Zed Games: everything in entertainment at any time, in any place

Zed developed its own line of exclusive games for mobile phones and Internet. The Zed catalogue includes over 200 titles including 3D, online multiple players, casual, arcade, social, educational or skilled games, among others.



The catalogue of Zed games is updated monthly and all of the Zed games are compatible with the greater part of the market terminals. The company creates its games based on the latest technologies such as Java, Flash, Brew, or Symbian and they are available in 6 languages. Zed also develops games for the iPhone and iPod Touch.



Exclusive content for mobile phone personalization

Zed offers a wide ranging catalogue of personalization products and services for mobiles, based on their own intellectual property, including over 26,000 contents produced internally and over 170,000 SKUs. The exclusive contents of Zed for the mobile phone include: screen savers, ringtones, logotypes, photos, call tones, videos and screensavers, wallpapers (static and animated).

PC gaming

3D Gaming Universe: Planet 51 Online



Planet 51 Online is a game available for PC platforms, desktops and laptops. The game is based on the computer-generated animated movie Planet 51, a galactic-sized alien comedy developed by Zed Group's sister company Ilion Animation Studios. Planet was released on November 20th, 2009 in the USA and subsequently in over 170 countries across 5 continents.

The game allows players to become part of the Planet 51 universe by exploring an online virtual world populated by other film fans connected via the internet.

B2B PRODUCTS

MSCP: Zed's full end-to-end solution for operators

Zed's MCP is a management service that allows Zed to boost revenues for its mobile operator and entertainment company partners through effective content management, portal and multichannel optimization, and customer intelligence. More than 32 operators worldwide have already partnered with Zed on this one-stop-shop solution leveraging Zed's in-house expertise and more than 10 years experience in the digital entertainment and wireless industries.

Supporting mobile marketing campaigns

Zed provides mobile marketing solutions, consulting services and application development for companies and public sector across its business unit Zed Business Solutions. The Zed B2B solutions are focused on supporting an increase in sales whilst also complementing marketing and communications campaigns. Between 2007 and 2008, Zed's campaigns through the mobile network reached over 120 million users around the world.



ZED TV

To interact with, and expand in a multiplatform experience, TV's huge audiences Zed constantly explores new cross-platform synergies between mobile multimedia and television. There are great opportunities to unleash new revenue streams and achieve higher profitability.

In 2009, Zed started this business unit. Its first format to go live, more have followed and some are in the process to be aired, was a Weekly Reality show. It combined Live TV, SMS and Social Networking gathering 100.000 regular Internet users, 2 million single participants and increasing the average share rate for the channel (Spanish number #3 national TV channel –Antena3)

Responsible Leadership

Leading the way as pioneers in the mobile world confers a great responsibility to our Company.

Zed has taken on this responsibility and is committed to leading the sector by focusing on customer satisfaction and its protection. At the center of this focus are children, as the most vulnerable users of Internet and mobile.



Zed has developed and implemented tools to empower parents to control the use of mobile by minors and manage various means to control the suitability of content. All of our content is filtered and segmented, ensuring there is no violation of copy rights and that the audience is the one intended.

On top of this, the Company provides a powerful pan regional 24/7 call center that helps all users and customer by making the Zed experience transparent and comfortable.

Community engagement

Mobile success depends on the collaboration and coordination of a community of actors. Zed is a committed participant in many international fora, and is an active contributor in the creation of codes of conduct, best practices white papers and regulation initiatives. We are very concerned about quality of services and therefore foster Industry meetings to share best practices and success stories.

Annually, Zed celebrates its Zed Symposium, gathering all parts of the value chain (Telcos, Media, Developers, Aggregators, Regulators and many others). At Zed Symposium the largest wealth of thought leadership, talent and industry insights meet to discuss and comment on the past, present and future of our sector.





Through these initiatives and our active role in the main global and local associations, we help to build a dense fabric of relations among the industry and maintain direct communications with society.

We also believe mobile is a great resource for information, communications, entertainment and business, and it should be available to all aspects of society. For that reason we are partnering with, and supporting NGOs, national and international aid institutions, Education centers and Universities, to use and benefit from the mobile world.



Awards and Recognitions

The Spanish Committee for the United Nations Fund for Children (UNICEF) has recently conceded Zed the National Award for Advocacy and Social Mobilization



The Company was been Nominee by the Spanish Ministry of Industry to the Príncipe Felipe Award for Corporate Excellency in 2008 and 2009.

Finalist at the Meffys Awards 2009 for the NBA mobile portfolio



Javier Pérez Dolset, recognized "Entrepreneur of the Year 2008" by Ernst & Young, IESE, Vocento and Fortis

Best D2C in 2008, ME Awards

Awarded with a Sony Ericsson Content Award 2008 in the category 'It's all about entertainment'

Best D2C company Mobile Entertainment

Zed has been awarded by the Mobile Entertainment Magazine, the leading trade magazine as the best 'Direct to Consumer' company in 2008.

Denver Business Journals Forty under 40 list

Brian Casazza, CEO of Zed in the USA, recognized in the Denver Business Journals Forty Under 40 list.

Ficod Award winner

2007 Ficod award winner by the Spanish Ministry of Industry.



Silver EFI in the Media Efficiency Category

In 2007, Zed was awarded by the Spanish Association of Advertisers a Silver EFI in the Media Efficiency Category.



Sony BMG - Top Ringtone Awards 2007

Sony BMG recognized Zed's U.S. operations for helping propel the sales of ringtones: honored with double and triple Platinum.



International Mobile Gaming Awards

Nominee at the International Mobile Gaming Awards 2006.

Qualcomms BREW® Conference - Best Ringtone Application

Best Ringtone Application award at QUALCOMM's 2006 BREW Conference-RealTone JukeBox.



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