

## Sword Mobile to deliver ‘fast finance’ for lenders in new deal with Sword Group

Sword Group SE has acquired Mobile Productivity to complement its Commercial Asset Finance Business Unit ‘Sword Apak’ in a deal which creates a powerful synergy between the two industry-leading finance technology organisations and strengthens Sword’s position in the highly competitive asset and auto finance industry.

Launched in 2000, Mobile Productivity will now trade as ‘Sword Mobile’. The company develops, delivers and hosts innovative front-office web and mobile eCommerce solutions for businesses, combining creative thinking with a pragmatic approach to problem solving.

Sword Mobile will draw on Sword’s global experience and expertise, but retaining autonomy and continuing to offer the same agile client-focused service. Tony Allen, CEO Sword Software, comments “Our clients expect ingenuity and continuous improvement and the addition of Sword Mobile’s retail technology addresses the critical function of mobile for the consumer market. Mobile Productivity has been on an exciting and fast-paced journey and the team has created a great name and reputation. The future demands in this technology field will continue to grow and Sword Group is fully behind this innovative and mission critical business.”

The addition of Sword Mobile is an important step in Sword Group’s aspirations to expand its core Software offerings. “Sword Mobile and Sword Apak address the same vertical and geographical markets and the joint offering will provide our clients with a wider functional scope. The future roadmap opportunities are very exciting” added Allen.

Gareth Pugh and Thomas Jones, the founders of Sword Mobile, are inspired by the prospect of being part of the global Sword Group. “We have been developing the business for 14 years and have gained great traction in the UK and European markets. Sword’s financial backing and global expertise will accelerate our growth projections whilst offering strong financial, project and development methodologies and know-how. The ability to continue to deliver a client focused software product and service is paramount to our vision and something that Sword has achieved with its other Business Units. This aspect was very important to us as we looked to become part of a larger organisation” states Pugh. Jones added, “The culture and ethos of Sword Group was evident immediately and we felt the fit was exactly what we were looking for as we take the business to the next level.”

Allen summarises, “This agreement marks an exciting step forward for both companies. Together we provide an innovative and complementary business offering.”

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Notes to Editor

## About Sword Group

Sword Group (NYSE Euronext: FR0004180578 SWP) delivers high value business applications to the world's largest companies globally. With operations in 50 countries, Sword today employs over 1,200 people and generates more than €126m in pro forma revenue.

An international leader in the delivery of Business Process Improvement solutions, Sword's skills, infrastructure and experience help our customers across regulated industries optimise performance, increase efficiencies and maximise return on investment.

With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance and healthcare, energy, banking and finance, telecoms, utilities, engineering and construction and the public sector.

For more information, please visit [www.sword-group.com](http://www.sword-group.com)

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