

March 2011

SLA Mobile announced as one of Ireland's 20 Best Managed Companies!

SLA Mobile has been named as one of Ireland's 'Best Managed' companies in the Deloitte Best Managed Companies Awards Programme. In total, twenty companies which demonstrated superior business performance were recognised at a gala awards dinner in the Burlington Hotel in Dublin on 4th March 2011.

The Deloitte Best Managed Companies Awards Programme, in association with Irish Life Corporate Business, recognises indigenous Irish companies across the island of Ireland which are operating at the highest levels of business performance.

The independent judging panel, chaired by Denis Brosnan, reviewed a broad range of criteria including strategy, capability, commitment, financials and growth potential across all key functions of the business. This year, the judging panel also focussed on how companies were planning growth in their organisations in a sustainable way.

Commenting on the award, Nic Stirk, CEO of SLA Mobile said... "This achievement complements the growth awards we have also received from Deloitte; we are delighted to receive such recognition. It is a great testimony to the hard work the team has done in implementing our strategy in being one of the leading technology and solutions companies in the Mobile Internet and Enablers space."

Commenting on the winners of the Deloitte Best Managed Companies Awards Programme, Pat Cullen, Managing Partner, Deloitte and judging panel member said: "Despite the negative sentiment that currently prevails, the Best Managed Companies Awards Programme shows that Irish indigenous companies are a cornerstone of growth in the Irish economy and can and will play an important role in Ireland's overall recovery. For proof of this, you need look no further than this year's winners."

Damian Fadden, Director, Irish Life Corporate Business, and fellow judging panel member said: "Irish Life Corporate Business is delighted to support the Deloitte Best Managed Companies initiative. Ireland's economic recovery can benefit hugely from the contribution made by its indigenous business sector, and this initiative helps companies in that sector to showcase their success and to benefit from expert mentoring to help them move to the next level. Our staff have met many of the participating companies and have been very impressed with their innovation and determination – on behalf of Irish Life Corporate Business I would like to wish all the companies every success in 2011 and beyond."

The Deloitte Best Managed Companies Awards Programme is open to companies from all 32 counties on the island of Ireland. It is the only awards programme that considers a business'

performance from every perspective. Details of entry for the 2012 Awards will be issued in the coming weeks on www.deloittebestmanaged.ie.

The 'Best Managed' designation is an important marketing tool for the winning companies – but, perhaps most importantly, the awards provide a reason to celebrate the efforts of the entire company.

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About Company SLA Mobile

SLA Mobile is a leading provider of technology products and services to mobile operators and content owners around the world. SLA Mobile specializes in mobile Internet service enablement and has end-to-end capabilities that include software design and development, testing and QA, support, and managed services.

SLA Mobile was named in the Deloitte Technology Fast 50 Awards for 2007, 2008, 2009 & 2010 and was named a Deloitte Best Managed business for 2011. The company was included in the Red Herring Top 100 for 2009 and was named to the Tech Track 100 in 2008 & 2009. SLA Mobile is headquartered in the United Kingdom and has offices in Germany, Malaysia and New Zealand.

About Deloitte Best Managed Companies Awards

The Deloitte Best Managed Companies programme, in association with Irish Life Corporate Business, promotes and recognises excellence in Irish owned and managed companies. It is the only awards scheme on the island of Ireland that considers a business' performance from every perspective. Entrants to the programme will compete for this designation in a rigorous and independent process that evaluates the calibre of their management abilities and practices.

Programme sponsors are Irish Life Corporate Business, the Irish Management Institute and the Sunday Business Post.

For further information, visit www.deloittebestmanaged.ie.

International History of Best Managed Companies Programme

The Best Managed Companies Programme originated in Canada in 1993, where it has been run successfully ever since and is the country's leading business awards programme. In addition to Ireland and Canada, the programme is also run in The Netherlands and Mexico.