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### **SLA MOBILE TAKES A TOP SPOT IN IRELAND'S HIGH-TECH LEADER BOARD**

Rapid overseas expansion and a string of international deals with some of the world's biggest mobile brands have helped power SLA Mobile to third place in Ireland's high-tech company leader board.

The Belfast-based company also clinched the title of Northern Ireland's fastest-growing technology firm at the Deloitte Fast 50 awards last night in Dublin after increasing sales by an unrivalled 4,436 percent in just five years.

Founded in 2003, SLA Mobile has established itself as a technology market leader for the global mobile industry having designed and installed cutting-edge solutions which enable the worlds' largest operators to deliver rich media content to millions of subscribers and secure a stronger footing in the expanding mobile advertising market.

SLA Mobile Chief Executive, Nic Stirk, said the title was a reflection of Northern Ireland's progress in developing a successful innovation-led technology sector:

**"The Fast 50 awards reward innovation and entrepreneurship and the island of Ireland has a lot to be proud of. Being named the best-performing company in Northern Ireland is a huge achievement for us. As an entirely self-funded and indigenously-owned business, in less than a decade we've grown from an ambitious start-up company with big plans to being recognised as a serious contender that competes with the biggest firms across the globe."**

He added: **"Built on world-class innovation, Northern Ireland's technology companies are fast creating a vibrant and internationally competitive sector - one which we are proud to be leading. We are working hard to ensure that we grow even further as we continue to challenge old ways in lucrative new markets, advancing mobile advertising for example, and increasing our presence on the global stage."**

Previously a two-time recipient of the Deloitte 'Rising Star' title in 2007 and 2008, SLA Mobile recently unveiled a 'world-first' advertising solution for mobile and 3G data card users – designed to help mobile operators increase advertising revenue.

The cutting-edge 'interstitial' advertising manager analyses individual browser behaviour to present tailored advertising between mobile internet pageloads. It is set to go live to a 25 million-strong subscription base in Indonesia through a tie-up with policy and charging company Volubill.

Now in its ninth year in Ireland, the Deloitte Fast 50 ranks the fastest-growing technology companies in the Republic and Northern Ireland based on percentage revenue growth over five years. There were 14 companies from Northern Ireland included in the Fast 50 main list and their average annual growth rate was a staggering 556 per cent.

Founded in 2003 SLA Mobile employs more than 80 staff in Belfast, London, Dusseldorf and Kuala Lumpur and was listed as one of top 100 European tech firms to watch at the prestigious Red Herring Awards.

For more information on SLA Mobile contact 02890 736780 or [pr@sla-mobile.com](mailto:pr@sla-mobile.com)