



ESW to Build on Mobility's Global Market-Leading Position, Create Even More Value for Customers and Institute an Intense Focus on Customer Success

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ESW Capital today announced that it has acquired Mobility, a division of Cellebrite. Mobility offers best-in-class solutions to wireless operators, retailers, aftermarket service providers and enterprises, driving value across the entire mobile lifecycle.

Mobility's powerful mobile device solutions enhance customer experience, increase revenue, improve productivity, strengthen security and reduce cost. Through in-store, online and on-device delivery channels, Mobility customers enjoy services ranging from advanced diagnostics to content transfer, backup, restore, wipe and automated phone buyback. Mobility also offers monitoring, statistics and analysis of all its services.

Now as part of ESW Capital's portfolio, Mobility and ESW Capital will execute an integration plan that will ensure customers continue to receive the highest level of customer service, product delivery and technical support. Mobility joins ESW Capital's corporate family of more than 60 enterprise software companies that have been acquired over the past ten years.

ESW Capital will integrate and implement with Mobility customers its Customer Success program, a proven method for driving successful customer relationships and aligning product development with customer priorities. Kyle Ford, ESW Capital executive and a seasoned technology industry veteran with more than twenty years of experience managing global companies for growth and profitability, has been appointed CEO of Mobility.

"We are pleased to add Mobility to the ESW family. Mobility has built a strong reputation in the mobile lifecycle industry, and the company has a proven track record of successfully serving the largest wireless operators in the world," said Ford. "I am excited to build on Mobility's market-leading position, delivering next-generation solutions for the wireless operator customer base while accelerating the company's strategic expansion into the aftermarket services and enterprise markets."

Mobility's vision to empower its world-class customers to optimize every stage of the mobile lifecycle, dramatically enhance customer experience and improve profitability will continue. Looking to the future, ESW Capital will partner with customers to create even more value and to realize their visions and goals by advancing product development, enhancing support and instituting an intense focus on Customer Success.

About ESW Capital

Based in Austin, Texas, Enterprise Software (ESW) Capital has honed a finely-tuned methodology focused on buying, strengthening, and growing mature business software companies. ESW leverages its unique operating and development platforms to revitalize acquisitions for sustainable success while maintaining customer satisfaction as its top priority. ESW and its affiliated companies have been in the enterprise software space since 1988, and the group includes notable brands such as Aurea, Trilogy, Versata, and Ignite Technologies. For more information, visit www.eswcapital.com

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