



The Connected TV OS Provider

Marseille, France, January 10, 2012.

## **Wyplay announces its fifth consecutive profitable Quarter**

Profitable since the fourth quarter of 2010, Wyplay has positioned itself as a fast growing company serving to reinforce its strength and longevity among its customers and partners.

With the support from its investors, Wyplay management's strategy to focus entirely on the telecom and media market has proven to be both effective and highly successful.

The performance of SFR's "EVOLUTION" in the market, the delivery of a complete turnkey solution to Vodafone, the contract award of a European cable operator, as well as the execution of an ambitious functional roadmap initiated in 2011 for a 2012 delivery to Belgacom have all made significant contributions to the growth and profitability of the company in 2011.

Wyplay's ambition is to become, on a global level, the benchmark end-to-end solution provider to the telecom & media industry, while in parallel maintaining its profitability and guaranteeing its capacity to innovate that has been the foundation of its success to date.

Comments from Wyplay's CEO, Jacques Bourginaud.

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"With the completion of our fifth consecutive profitable quarter, we have finished 2011 on target with our pre-set ambitious objectives. In a word, Wyplay is doing very well.

The operational and commercial success of both Vodafone and SFR highlights our technical expertise, the quality of our development, and the strict adherence to our customer engagements in terms of timing and quality.

Always anticipating market needs, our software solutions perfectly match the constant innovation demands of our clients. Today, Wyplay is a world-wide benchmark due to the pertinence of its offering, the efficiency of its development, and the quality of its complete lifecycle support.

We have built our growth through relentless innovation and winning new clients. We have done this by leveraging the very heart of our software expertise and creating an ever-deepening offering of connected services that integrates support for mobile media consumption in a seamless user experience.

The visibility and security of our current customer and partner businesses makes me particularly confident in the upcoming 2012 and beyond."

#### About Wyplay

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Founded in 2005, Wyplay is the benchmark in software solutions and services for Over-The-Top, IPTV, and hybrid operators as well as cable MSOs.

Wyplay's smart and flexible solutions include a robust middleware including HTML5 web browser throughout refreshing and meaningful user experience and supported by content management tools and applications platform to handle a wide range of innovative services.

This combination of rich functionality and intuitive supporting tools creates the widest capability range that uniquely meets the requirements of its targeted markets.

With an impressive deployed base among the leading telecom and media brands, Wyplay is now recognized as the most reliable and innovative end-to-end solution supplier in the market.

To learn more about « The Connected TV OS Provider », visit our website at [www.wyplay.com](http://www.wyplay.com).

#### Contacts

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**Dominique Feral**  
CMO  
+33(0) 491 457 180  
[dferal@wyplay.com](mailto:dferal@wyplay.com)

**Benoît Beaucourt**  
CCO  
+33(0) 491 457 180  
[bbeaucourt@wyplay.com](mailto:bbeaucourt@wyplay.com)

**Wyplay**  
200 avenue de Provence  
13190 Allauch  
FRANCE  
[www.wyplay.com](http://www.wyplay.com)