



Myriad Group Announces a Two-Product Strategy for Versy

Enhanced user experience will continue to set Versy apart as a unique and innovative social platform

Zurich, Switzerland, October 27, 2015 - **Myriad Group AG** (SIX Swiss Exchange: MYRN), the company creating and connecting communities across mobile, today announces a two-product strategy for Versy, the unique platform for content discovery and conversation.

Stephen Dunford, Myriad Group CEO explains: "Since launching the new msngr platform in June 2014, we have built a smartphone audience over the top of our historic operator base. As the speed of transition from feature phone to smartphone increases in Latin America, we are focusing our attention in this area with the next major release of Versy in the first quarter of 2016."

The strategy will address the needs of Versy's large community that continue to use feature phones for many years to come; the current platform will be repositioned as Versy Lite. This will run alongside the flagship Versy, providing an enhanced experience for these users, a broad audience for the growing number of content partners we have, and a migration path to the smartphone.

Dunford continues: "The new Versy release will give us a powerful platform to take our proposition to other markets globally, starting with the US Hispanic audience. The company is responding to the evolving needs of users and content partners as we add features such as video and audio, and the whole user experience will be taken to a new level. Brands and our media partners will be able to reach an audience they've never seen before. Versy will continue to deliver the best experience of snack-size content and conversation to smartphone users. We are making it easier for our users to find the things they love, and give them a powerful way to talk about them with the world and their friends."

Across Latin America, the company has seen growth in both end-user uptake in Versy channels and content, while addressable users were unchanged over the quarter. The number of Versy channels has increased by 66 per cent to 250, up from 150 in Q2, and a total of 10.4 million channel followers*. Versy users continue to find stories they love about their favourite bands, movies, TV and sports stars and are engaging by using the unique public group chat capability of the platform to talk with others who share common interests.

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About Myriad

Myriad Group AG (SIX Swiss Exchange: MYRN) is a software company that helps create and connect communities across mobile. Myriad delivers consumer OTT messaging applications, mobile operator messaging services, and embedded software to leading OEM's, mobile operators and pay TV providers worldwide. Myriad's market leading services enable hundreds of millions of consumers to discover, explore and join a world of conversation in the simplest way.

The company has its headquarters in Zurich, Switzerland, and principal offices in London, Chengdu, Paris, Mexico City, Sao Paulo and San Francisco.

* Includes users that follow multiple channels.