NEWS RELEASE

Mitel Selects Winners of EMEA Cloud Service Provider of the Year Awards

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- New features deliver speed and simplicity in business communications
- Enable access to real-time communications for today's mobile-first world
- Strong growth reflects increasing demand for cloud communications

Mitel® (Nasdaq:MITL) (TSX:MNW), a global leader in real-time business, cloud and mobile communications, today announced the winners of its annual EMEA Cloud Service Provider of the Year Awards. The seven recipients of this year's awards demonstrated the greatest strides in growing their cloud business during 2015 and delivered the most innovative new features for bringing speed and simplicity to business communications.

United Kingdom - **TalkTalk Business**
UK telecoms provider TalkTalk Business receives recognition for growing at exponential rates and by offering customers a compelling value proposition. During 2015, TalkTalk Business expanded its cloud platform while attributing that growth and the success in reducing customer churn to the platform's careful engineering for resiliency.

"TalkTalk Business is thrilled to win the award against tough and established competition across the UK," said Jon Nowell, head of Product Management, TalkTalk Business. "We set out a few years ago to carefully build a cloud platform based on Mitel technology, which provided the flexibility we needed to offer our customers a highly-

resilient solution. Over the last 12 months, we've aggressively grown the platform with very little churn and have steep growth ambitions for the future."

Sweden - **Telia**
In 2015, Telia Sweden gained a remarkable number of new users by focusing on cloud services as its main business offering. The increase resulted from the company having previously launched innovative new services that provided headway into larger customer segments in both corporate and public organizations.

"The family of Telia Touchpoint cloud offerings has simplified how and where our business users work, collaborate and communicate. The comprehensive cloud solutions, based on MiCloud Telepo are easy to sell, deploy and use and have increased our relevance in the business communications market. As a result, we have seen a quick growth in the SOHO/SME market, as well as in larger target groups," said Johan Luttu, acting head of Enterprise Solutions, Telia.

France - **SPIE ICS**
The digital services subsidiary of the SPIE group and a Mitel Platinum partner, SPIE ICS, distinguished itself this year by winning a major contract in France for 35,000 cloud seats with a nationwide retail player.

"This award recognizes a longtime partnership between Mitel and SPIE ICS. The success encountered with Mitel in 2015 illustrates our shared desire to support companies in their digital transformation and represents the first step of a common development strategy in the field of cloud communications," said Vincent Magnon, CEO, SPIE ICS.

Finland - **Sonera**
A targeted sales approach in Finland during 2015 helped Sonera make a significant breakthrough in the public segment for the VIP Mobile communications and collaboration tool. During 2015, Sonera enhanced the service and added several large organizations.

Belgium - **Destiny**
Another two-time winner, Belgium's Destiny, grew over 40 percent for the second consecutive year. The company also attained growth of 46 percent from January-November 2015. With a clear vision on how best to reach customers, Destiny is poised for further success in 2016.

Denmark - **Uno Telefoni**
An early pioneer in launching enterprise cloud services and an established key provider in Sweden, Uno Telefoni stands out for successfully replicating the Swedish market concept in Denmark. With impressive growth there already, Uno Telefoni looks forward to continued rapid expansion in that country.

The Netherlands - **CallHosted**
Dutch provider CallHosted joins the winner's circle for the second year in a row. In 2014, CallHosted achieved the highest growth rate of any Mitel cloud provider in the country. Expansion continued in 2015 and the company enhanced its portfolio by signing with a top three mobile carrier in The Netherlands.

"We're proud to again receive recognition for our cloud strategy. The close collaboration with Mitel pays off as their vision and our ability to implement new features makes the difference," said Paul Smissaert, CEO, CallHosted. "CallHosted is experienced in bringing full-feature solutions to resellers who are driven to embrace their customers on a new approach in the cloud. Our main focus on optimizing the customer experience continues to result in more business growth."

Additional Quotes

"Customers in the EMEA region are increasingly looking to cloud-based UC for achieving three goals: savings in total cost of ownership; enabling employee mobility and making UC functionalities available, irrespective of employee location and endpoint; and accelerated time to deployment with innovative business processes and collaboration features," said Michael Vorisek, program manager, EMEA Telecommunications and Networking, IDC. "For this reason, cloud solutions will not only be the chief motor of growth in the UC market but also a key differentiator for those companies that want to use communications and collaboration to increase competitiveness, boost customer experience and win market share. Our surveys indicate that in EMEA, the adoption of UC from public cloud is most popular in the Nordics and in retail industries, but other regions and verticals are soon to follow."

"As businesses look to enable real-time communications and users' preference for a mobile-first approach increases, Mitel-powered cloud providers are helping enterprises realize the speed and simplicity enabled by the cloud," said Patrik Sörqvist, vice president, Mitel Cloud Services, EMEA. "With this year's awards, we're recognizing the providers who made great strides in cloud migrations and contributing towards the continued growth of Mitel's cloud business."

Important Facts

- **More than two million** cloud business communications subscribers trust Mitel.
- **Nearly one in four** cloud communications users prefers Mitel over other brands.
- Mitel is the **fastest-growing** provider of cloud business communications in the world with the number one market share position based on total cloud users globally.
- Mitel recently **expanded cloud services in Germany**.

Related Materials

- Discover "**How Cloud Communications Is Opening Up Possibilities**"
- See how "**Make-A-Wish Trusts Mitel Cloud for Seamless, Real-Time Communications**"
- Learn more about "**Mobilizing Real-Time Communications**"

Social Media

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Twitter: Mitel recognizes innovative business communications offerings from Mitel-powered #cloud providers and celebrates rapid gains in growth

Tags/Keywords

Cloud, Telepo, MiCloud, Unified Communications