NEWS RELEASE

Mobile Carrier 3 Uses Mitel Cloud Solution to Expand Business Services in Sweden and Denmark

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Mobile-First Design Lets 3FrontOffice and 3Kontakt Customers Communicate and Collaborate With Ease

- Mitel's software-based solution allows quick deployment of cloud services
- Opens up new market and revenue opportunities for service providers
- Enables access to real-time communications for today's mobile-first world

Mitel® (Nasdaq:MITL) (TSX:MNW), a global leader in real-time business, cloud and mobile communications, today announced mobile service provider 3 is powering new offerings in Sweden and Denmark with the MiCloud Telepo platform, a mobile cloud solution aimed at allowing service providers to quickly launch cloud services and grow revenue.

3FrontOffice, a cloud-based communications service from 3 in Sweden, and 3Kontakt, a similar offering in Denmark, integrate businesses' mobile and fixed communications networks and give employees the ability to work and collaborate anywhere. Service features include a full PBX, call center, automatic call distribution, single number reach, rich presence and other capabilities for ensuring a high quality and consistent user experience across all devices.

Mitel recently outlined the company's vision for the cloud-powered, mobile enterprise in which users decide how

they connect with the device of their choice. With traditional ties to the physical office environment dissolved, the enterprise and mobile network become seamless.

Quotes

"Without the right communications tools, businesses are at a distinct disadvantage from a productivity and competitive standpoint. 3FrontOffice allows their employees to work more efficiently and improve customer service. Powered by Mitel cloud technology, it offers a range of capabilities that make communicating in real-time as convenient and simple as possible," said Per Schelin, vice president, Product and Business Development, 3 Sweden.

"In 2005, 3 was one of the first operators in the world to launch a mobile switchboard. It's been a great success, but we reached a point where the platform became technically limited for our vision. We've now chosen Mitel because of their outstanding product, and like us, they work in an agile manner, with great focus on innovation and ease of use. We look forward to working closely with Mitel to take their platform to a new level," said Jacob Hein Knudsen , vice president, Business Market, 3 Denmark.

"The business communications market represents a significant growth opportunity for mobile carriers. With a ready-to-go communications system, it's easy for them to quickly roll out new products, under their own brand, to attract more business users and build customer loyalty. The mobile-first design of Mitel's cloud solution also ensures flexibility in where and how their customers communicate and collaborate," said Patrik Sorqvist, vice president, Mitel Cloud Services, EMEA.

Important Facts

- MiCloud Telepo powers three of the top four mobile operators in Sweden and two out of the top four in Denmark
- **Nearly One out of Four New Cloud Communications Users Chooses Mitel**
- Mitel is globally recognized as a Leader in **Gartner's Magic Quadrant for Unified Communications**

Related Materials

- Discover **"How Cloud Communications Is Opening Up Possibilities"**
- Check out **"10 Reasons Companies Are Moving Communications to the Cloud Today"**

Social Media

- Twitter: .@3Sverige uses #Mitel cloud solution to expand business services in #Sweden
- Twitter: .#3 powers new business offering in #Denmark with #MiCloud Telepo platform

Tags/Keywords

- Cloud, 3, 3FrontOffice, 3Kontakt, Mobile-First, MiCloud, Telepo