NEWS RELEASE

NORDSEE Selects Mitel for Seamless Cloud Communications and Collaboration

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- Cloud and collaboration tools to offer simpler, more flexible ways of working
- Mobile-first capabilities designed to drive efficiencies between headquarters and field workers
- Harmonized communications infrastructure across all sites and over 300 restaurants

Mitel® (Nasdaq:MITL) (TSX:MNW), a global leader in real-time business, cloud and mobile communications, announced today that NORDSEE, the number one fish retailer in Germany and Austria, will implement a Mitel solution designed to connect multiple sites and achieve significant productivity gains.

By deploying Mitel's MiCloud and MiCollab services, NORDSEE aims to streamline communications between its new headquarters in Germany, headquarters in Austria and over 300 restaurants. Consolidation of collaboration, mobility and messaging into a unified infrastructure with one corporate directory is expected to drive employee productivity through easier, more interactive communications. New tools, including video conferencing and chat, will offer new ways of working and cooperating between all sites. Mitel's real-time communications tools will also be available via a single smartphone app enabling staff to access company data from any device or location.

Mitel will initially deploy MiCloud and MiCollab at NORDSEE's new headquarters in Bremerhaven, Germany, before rolling the solution out to its stores and restaurants across Germany and Austria.

Quotes

"Mitel will enable us to perform at our optimal capability, bringing together NORDSEE's sales team and headquarters' staff through seamless communications," said Sascha Detke, CIO at NORDSEE. "Many of our employees also expect mobile-first technologies that we can now offer with full functionality via Mitel's smartphone app. Being able to work flexibly or hot desk are also important to our business and no longer a challenge."

"NORDSEE can now gain a strategic advantage with time savings and simplified, collaborative communications for all of its employees," said Christian Fron, General Manager, Mitel Germany. "As workplace demand for mobile-first interaction increases, Mitel, the world's fastest-growing provider of cloud business communications, can deliver the latest capabilities in an instant."

Important Facts

- Frost & Sullivan recently selected Mitel cloud services for a **Competitive Strategy Innovation and Leadership Award**.
- Mitel is the only brand to appear in **all five Magic Quadrants** for business communications.
- Mitel cloud services are available in 40 countries and supported by 14 top tier data centers globally.

Related Materials

- Learn more about Mitel's new World Cloud solution and **see the video** of Mitel Next in Paris.
- Read Frost & Sullivan's **full analysis** of Mitel's leadership in the cloud market.
- **Download** a free copy of the "Cloud Communications for Dummies" eBook.
- Find out how **team collaboration software** can make your business more productive and reduce email by an average of 40 percent.

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Tags/Keywords
Cloud, Unified Communications, UCC, Collaboration, MiCloud, Mobile-First, Mobile Enterprise

About NORDSEE

NORDSEE's promise of quality
For 120 years NORDSEE has represented top quality fish and seafood in Germany. NORDSEE's fish products originate exclusively from quoted fishing. Additionally, NORDSEE has an increasing range of seafood from organic aquaculture. The origin of products can be traced on NORDSEE's website. This includes FAO fishing zone, fishing

method and type of fishing. Sustainability and high standards in all parts of the company are an important concern for NORDSEE. This applies to development of recipes, dishes as well as design of stores, package and energy consumption at every location. NORDSEE does not use flavor enhancers, artificial flavors and genetically modified components. When designing all fish creations, fresh ideas, naturalness and variety are particularly important. For the snacks and plate dishes only filetware is used.

NORDSEE - A traditional company in Germany
NORDSEE GmbH is based in Bremerhaven, Germany, and was founded by shipowners and merchants from the city of Bremen as "Deutsche Dampffischerei Gesellschaft NORDSEE". Today the company has more than 374 sites and is Europe's leading supplier of fish specialties, selling via retail, restaurants and snacks. With more than 6,000 employees, including 130 apprentices, NORDSEE serves more than 19 million customers every year and generates a global turnover of 357 million Euros. NORDSEE is a certified member of the German franchise association (Deutscher Franchise-Verband) and is a full member of the German federal association of system catering (Bundesverband der Systemgastronomie). **www.nordsee.com**