



Press Release

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CLX Communications unifies its business under a shared identity and rebrands as Sinch

Stockholm, Sweden – CLX Communications AB (publ) – XSTO: CLX

CLX Communications AB, a global leader in cloud communications for mobile customer engagement, today announced the launch of a new corporate brand identity with a shared name and visual identity for all business units. Products that were previously marketed under the CLX, Symsoft, Sinch, and Vehicle brands are now integrated into a unified offering.

“We are redefining how businesses engage with their customers through cloud-based tools and mobile technology. We want our brand to expose the full width of our product portfolio and our market-leading expertise at the intersection of tech and telecoms”, comments CEO Oscar Werner.

Although the brand, visuals and corporate identity are new, CLX Communications AB has used the Sinch trading name for its real-time voice and video products since the acquisition of Sinch AB in December 2016. Careful market research preceded the decision to leverage the existing name Sinch, which is an informal synonym for simple, as the shared name for the entire group.

“Whether you look for the unmatched reach and immediacy of a text message, or the immersive experience of personalized video, Sinch has the tools needed to engage with your customers, grow your business, and enrich your digital customer experience”, says Werner.

In the ten years since it was founded, the company has grown in to a global leader in cloud communications with nearly 4 billion SEK in revenues, EBITDA well above 300 million SEK and more than 500 employees across the globe. The company offers a cloud-based platform for mobile messaging, voice and video to enterprise customers and channel partners, and is an established vendor of communications-related software to mobile operators across the globe. Many of the world’s most demanding businesses rely on its technology for business-critical communications with their customers, including eight of the ten largest U.S. tech companies.

The new brand identity is launched immediately, and the new sinch.com website is already live. A formal decision at the Annual General Meeting on 17 May is required before the stock-listed parent company CLX Communications AB can change its name to Sinch AB. The company’s shares, which are listed on the Nasdaq Stockholm Exchange, will trade under the ticker ‘SINCH’ instead of ‘CLX’ from 14 February, 2019.

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About Sinch (CLX Communications AB)

Sinch brings businesses and people closer with tools enabling personal engagement. Its leading cloud communications platform lets businesses reach every mobile phone on the planet, in seconds or less, through mobile messaging, voice and video. Sinch is a trusted software provider to mobile operators, and its platform powers business-critical communications for many of the world’s largest companies. Sinch has been profitable and fast-growing since its foundation in 2008. It is headquartered in Stockholm, Sweden, and has local presence in more than 30 countries. Shares are traded at NASDAQ Stockholm: XSTO:SINCH.

Every care has been taken in the translation of this press release. In the event of discrepancies, however, the Swedish original will supersede the English translation. This information was submitted for publication under the auspices of the above contact on 13 February 2019 at 08:00 CET.

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