



Press release

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CLX Communications increases focus on customer engagement to capture new growth opportunities

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

CLX Communications AB, a global leader in customer engagement through mobile technology, today announced strategic changes to sharpen its focus and capture new growth opportunities.

Many of the world's largest businesses rely on CLX to reach their customers through mobile messaging, voice and video. Dedication to quality and customer excellence has made CLX an international leader with a global footprint that now handles some 25 billion transactions per year. New opportunities now emerge as rich media messaging is gaining traction and businesses embrace new technologies like CLX's Personalized Video and RCS messaging.

As a consequence of this, CLX has decided to divert investments previously earmarked for Core Network as a Service and the Internet of Things into rich media messaging, RCS, real-time voice and personalized video.

"We see exciting growth opportunities in our core markets as new mobile technologies let businesses improve their customer journey, increase productivity and raise customer satisfaction. To ensure that we capture these opportunities, we want to focus our investments on the areas where we see the greatest potential to add customer value", says Oscar Werner, Chief Executive Officer of CLX Communications AB.

The company will honor its commitments to customers but will not drive new business in Core Network as a Service and the Internet of Things. The change affects a very small subset of the company's customer base.

CLX Communications AB will report its earnings for the third quarter 2018 on November 6, 2018. The announced changes will not meaningfully affect CLX's near-term revenues or earnings.

For further information, please contact

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About CLX Communications

CLX Communications (CLX) is a leading global provider of cloud-based communication services and solutions to enterprises and mobile operators. CLX's mobile communication services enable businesses to quickly, securely and cost-effectively reach their customers through mobile messaging, voice and video. CLX's solutions power business-critical communications throughout the world, and the company has grown profitably since its foundation in 2008. The Group is headquartered in Stockholm, Sweden, and has presence in a further 20 countries.

CLX Communications' shares are traded at NASDAQ Stockholm: XSTO: CLX.

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 8 October 2018 at 15:30 CEST.