

SUSH MOBILE

Press Release

AUCKLAND, NZ. WEDNESDAY 13 AUGUST 2014

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Mobile solutions powerhouse Sush Mobile acquired by Finzsoft

Today Sush Mobile (Sush Global Solutions Ltd) is proud to announce a new agreement with one of Asia Pacific's most renowned financial technology companies, Finzsoft Solutions Limited (NZX:FIN), establishing Sush Mobile as an independently operating subsidiary under the Finzsoft umbrella.

Sush Mobile has nurtured a culture of innovation within its Auckland and Wellington offices, and a strong identity, which will continue to grow and thrive as it has since its inception

With a skilled, motivated, and passionate team of 30, Sush Mobile has developed over one-hundred extraordinary mobile solutions for a diverse range of clients across New Zealand, Australia, and overseas spanning many varying industries, markets, and technologies, and effectively making Sush Mobile one of NZ's largest enterprise mobile apps and solutions provider. Sush Mobile's experience delivering bespoke mobile apps and solutions over many different industries is one of its greatest strengths, and is an area of interest to proud parent company, Finzsoft.

Finzsoft Managing Director, Andrew Holliday, confirms the finance industry-focused company's adoption of Sush Mobile as part of a greater strategy for expansion to build next generation capabilities and to enrich and innovate on existing technology solutions.

"Sush Mobile is a proven, successful and profitable mobile provider. The acquisition of Sush Mobile will provide a diversified income stream for Finzsoft along with access to comprehensive in-house enterprise mobility solutions that will give us a competitive, innovative edge."

Andrew Holliday says that Sush Mobile are real leaders in what they do and it is Finzsoft's intention to preserve the company's unique culture and identity. "Sush Mobile have a talented, young and tech savvy team of 30 plus people, and we want to retain the ideals of its startup culture, while providing opportunities for growth," says Mr Holliday.

Parent company, Finzsoft Solutions Limited has continually engaged Sush Mobile's development services in the past to provide the powerful front-end mobile component to the mission critical banking and financial solutions it offers its customers, including building societies, credit unions, and banks, like St George Bank in Australia. Finzsoft hopes to utilise Sush Mobile's expertise and innovative approach to software development to further enhance its own products and continue to offer international customers the very latest in cutting edge solutions.

Managing Director, Sheenu Chawla and Sulabh Sharma, co-founded Sush Mobile in 2008, building the software company "pixel-by-pixel and brick-by-brick". The two welcome the new deal, due largely to the global reach it will allow Sush Mobile to achieve, and for the increased capability gained in terms of dedicated backend resources and expertise.

“Finzsoft is known for its maturity and integrity in the financial sector, and although we deal with customers outside of the financial sector, we both have a target market of enterprise customers, so there are good synergies,” says Sheenu Chawla.

Powerful back end capabilities will be tremendous growth factors to Sush Mobile in crafting key business relationships, as well as in developing new, ground-breaking mobile solutions, driven by enhanced capability and resources experienced in constructing far-reaching backend systems.

“To complete every innovation story there has to be an integrated, connected system at the back-end. This is Finzsoft’s strength, which combined with our mobile innovations will provide better servicing for customers with more innovative channels for clients,” says Mr Sharma.

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About Finzsoft

Finzsoft has offices in Singapore, Malaysia, Australia and Auckland and employs in excess of 40 staff. Since its launch 25 years ago, the company has become one of the leading financial software and solutions providers for banks and financial institutions in Australasia. www.finzsoft.com

About Sush Mobile

Sush Mobile develops end-to-end mobile solutions, specialising in apps for Android, iOS, and Windows Phone, for businesses primarily in the enterprise space, integrating business requirements, strategic planning, user experience and interface design, with multi-platform development, infrastructure development and integration, and dedicated support services. Within a dynamic, ever-changing global marketplace, Sush Mobile helps businesses to leverage mobile and other convergent technologies to meet business objectives and generate measurable return. www.sushmobile.co.nz

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