



Simplify your Digital Life

LYCOS to Acquire mysms™ and Other Assets

Hyderabad, February 08, 2016

[LYCOS](#) (NSE & BSE: “LYCOS” or the “company”), the widely known global Internet brand, today announced the intent to acquire an Austrian company, TriTelA GmbH, which owns the asset – mysms™ messenger and the tech platforms SPH Wien and Kika Social.

mysms™ is a messenger that synchronizes SMSes and instant messages between a wide range of mobile, web and desktop platforms – all through a single cloud-based account. This fast growing product already has three million users and synchronizing several hundred millions of messages.

SPH Wien is a content management and analytics platform for video.

Kika Social is an unified platform for social media listening, engaging and measurement.

This is an all stock deal, where LYCOS will issue 2.848 crore additional shares in return for the 100% ownership of the company. The deal has been approved by the board of LYCOS and is subject to various regulatory and shareholder approvals.

This acquisition brings in cloud based framework to LYCOS that can tie multiple nodes (SMSes, instant messages, wearables, cars and appliances) with the consumer through multiple devices (smart phones, Tablets, laptops and OTTs). Essentially connecting the dots!

This also gives the large user base of mysms™ messenger an opportunity to access all the services in the LYCOS eco system.

Media Contact:

Rema Sujeeth

+91-40 45678925

rema@lycoscorp.com

About LYCOS:

LYCOS is one of the original and most widely known Internet brands in the world, evolving from pioneering search on the web, into a family of three business units covering digital media, marketing, and Internet of Things (IoT).

LYCOS Media is a network of easy-to-use community and social sites in 120 languages across 177 countries. LYCOS’ award-winning products and services include tools for blogging, web publishing and hosting, online games, e-mail, and search. The LYCOS Network of sites and services include Lycos.com, Tripod, Angelfire, HotBot, Gamesville, WhoWhere, and LYCOS Mail.

LYCOS Advertising enables businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving 40 billion impressions every month. Clients include leading blue chip advertisers like Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Publishers include Facebook, LinkedIn, MSN, Twitter, and Yahoo! LYCOS works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, OgilvyOne, OMD, Satchi&Satchi, TBWA, and ZenithOptiMedia, to name a few.

LYCOS Life is the new consumer products division focused on IoT. LYCOS Life is dedicated to the future of communication and information management in which everyday objects will be connected to the internet, also known as the “Internet of Things” (IoT).

LYCOS employs around 450 people working out of 24 offices worldwide, across the US, Israel, India, Western Europe, Australia and Latin America. For more information please visit www.lycos.com

About TriTeIA GmbH

TriTeIA GmbH owns multiple solutions in the mobile ecosystem. TriTeIA’s solutions include content management and analytics platform for video and unified platform for social media listening, engaging and measurement. Under the brand name ‘MySMS’, TriTeIA provides a cross-platform messenger that synchronizes SMSes and instant messages between a wide range of mobile, web and desktop platforms - all through a single cloud-based account. This product has 3 million downloads across various app stores.

The company’s services also extend to cross-platform supported mobile advertising tools, B2C mobile apps, mobile computing, and web apps with native experience.

Disclaimer

This press release contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.