



## PRESS RELEASE

### Pocket App secures initial investment for rapid growth.

**1<sup>st</sup> December 2011, London, UK** - Pocket App Ltd, the full service mobile application development and marketing company, today announced an investment from British & Foreign Wharf Co Ltd, a long established private holding company. The investment has been secured to accelerate their continued expansion including development capabilities and their **P<sup>3</sup>** rapid application development platform as well as future geographic expansion.

In recent months Pocket App have delivered apps as diverse as The Eve Appeal charity donations app, the ground breaking Pocket Doctor application, through to the most recent Rider Rescue SOS app. Pocket App are now looking to invest client management and development resources to deliver accelerated growth.

Paul Swaddle, co-founder and CEO, Europe commented: "We have a real passion to use our extensive mobile experience to aid companies big and small deliver on their mobile dreams. The passion of the whole team is amazing, and this investment signifies the start of the next phase in our growth."

Andrew Hull, co-founder and CEO, Asia said "Apps and the mobile internet are changing the way the world operates. We aim to quickly be a leading global app development and mobile strategy company, and this investment will significantly aid that ambition."

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## FOR MEDIA INFORMATION PLEASE CONTACT:

Pocket App UK - Paul Swaddle +44 7967389566 / [paul@pocketapp.co.uk](mailto:paul@pocketapp.co.uk)

## Pocket App Social Media



### About Pocket App

The Pocket App team has over 50 years' of combined experience in the mobile industry and was formed in 2010 by three seasoned mobile entrepreneurs. Pocket App are based in London and Mumbai for account management, design and mobile consultancy, and in Kuala Lumpur for technical development. The Pocket App team pride themselves on being able to guide clients through the complexity of mobile and deliver an excellent user experience at a great price.

Pocket App are fully experienced in building mobile solutions including iPhone, Android, Blackberry and Java applications. They can also deliver mobile internet sites, augmented reality, mobile coupons, Bluetooth, QR Code, SMS, MMS, mCRM and locations based services – they work with clients to deliver within budget and to time.

### Paul Swaddle - CEO, Europe



Paul Swaddle is an avid technology and gadget early adopter. Since working on the launch of the first free dial-up internet at NTL in the late nineties he has been hooked on technology. He entered the mobile industry in 2000 at Vodafone with Vizzavi in the UK. He went on to help launch Yahoo! Mobile in the UK, with Sonera Zed. Paul has worked on brands as diverse as Kellogg's Fruit Winders to Loaded magazine.

### Andrew Hull - CEO, Asia



Andrew is a UK entrepreneur and expert in mobile media. He has founded several companies in the Technology, Media and Telecoms sector, including Pocket Group Ltd, which provided mobile services to mobile network operators around the world such as Orange, O2, Vodafone and T-Mobile. He is a director and advisor to numerous companies, and invests in TMT and property.

### Barry Sims - CTO



Barry has been delivering business critical applications using web and mobile technologies for over ten years. He's developed and managed a number of enterprise content-delivery and asset-management platforms that have powered content for partners including EMI, Samsung, Vodafone and Orange.