



Mblox Expands into Japan, Increases International Reach

Tokyo office opening allows Mblox to cultivate growth in APAC region

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Sunnyvale, CA – July 30, 2014 – [Mblox](#), the global leader in application-to-person (A2P) text messaging, announces a strategic expansion into Tokyo, Japan. This announcement comes on the heels of [two acquisitions](#) that the company made on June 14, a corporate rebranding and a recent office opening in [Atlanta](#).

“We have continued to seize opportunity in the market, driving the industry forward through our platform enhancements, capabilities expansion and increases to our customer base,” said Mblox CEO Tom Cotney. “With its recent surge of smartphones, Japan provides a perfect launch pad for Mblox to accelerate growth in the entire APAC region.”

Rolf Lumpe, country manager, will lead the Japan operations. He brings with him a deep knowledge of Asian markets, customers and cultures, and an excellent understanding of existing and emerging technologies/business models.

“Japan’s burgeoning market provides endless opportunity,” said Lumpe. “Driven initially by authentication requirements of Smartphone users, SMS based notification services and marketing campaigns are fairly new to Japan, putting Mblox in a unique position to own the market and meet the needs of its international customers.”

Mblox is the first international aggregator that has direct national interconnection to Japan’s four Mobile Network Operators (MNOs): NTT DoCoMo, KDDI au, Softbank Mobile and eMobile. Because Japan is an early stage market, therefore requiring complex interconnect requirements, only a small numbers of aggregators have been able to use international interconnect to communicate with Japanese MNOs, experiencing delivery and throughput restrictions.

The amount of smart phone users in Japan is projected to drastically increase over the coming years, with 79.9 percent of mobile users expected to own a smartphone by 2017. Over the past four years, the percentage of mobile phone users owning a smartphone has increased from six to nearly 70 percent. With this shift in the mobile market, SMS use will increase as well. “We will continue to monitor the rise of the Japanese, as well as the global, SMS market, seeking opportunities to provide A2P text messaging capabilities to customers across the globe,” explained Cotney.

Interested candidates should visit <http://www.mblox.com/company/jobs> to learn more about global positions Mblox will fill in 2014 and submit their qualifications.

About Mblox

Mblox is the largest independent application-to-person (A2P) mobile messaging provider in the world, trusted by more companies to carry their mission-critical traffic than any other service. As the industry’s most experienced Tier One SMS aggregator, Mblox specializes in the unique demands of large-scale mobile messaging programs and are known for providing reliable, uncompromising connections. By creating positive brand experiences, Mblox helps clients transform numbers into profitable relationships with their customers.

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