

**For Immediate Release**

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**Creativity Software Ranked Number 20 Fastest Growing Technology Company in the UK in the 2011 Deloitte Technology Fast 50**

***Creativity Software attributes its 1,311 Percent Revenue Growth to the continued demand for location based service technology amongst international mobile network operators.***

London, UK, 19 October 2011 — Creativity Software Ltd today announced that it ranked Number 20 in the 2011 Deloitte Technology Fast 50, a ranking of the 50 fastest-growing technology companies in the UK. Rankings are based on percentage revenue growth over five years. Creativity Software grew 1,311 percent during this period.

Creativity Software's CEO, Richard Lee, credits continuing demand from international mobile network operators for location based services technology, and the dedication of a hard working team with the company's 1,311% revenue growth over the past five years. He said, "**Our London based team has worked incredibly hard to win customers against competition from large companies such as Ericsson and Nokia Siemens Networks.** We are proud of the solid reputation we have earned for the delivery of world class quality technology - from Afghanistan to Kenya to Mexico. We have needed to be agile at meeting customer needs, and competitive in our pricing in order to help mobile network operators – such as Vodafone - deliver solutions that meet an increasing appetite for mobile location data from consumers and governments."

"The Deloitte Technology Fast 50 gives great profile to technology companies and is internationally recognised as being one of the most important business awards in the sector". David Halstead, Lead Partner, Deloitte UK Technology Fast 50 and Technology Fast 500 EMEA Programmes

"Because the Deloitte Technology Fast 50 measures sustained revenue growth over five years, being one of the 50 fastest growing technology companies in the UK is an impressive achievement," said David Halstead. "**Creativity Software deserves a lot of credit for its remarkable growth. Making the Deloitte Technology Fast 50 is a testament to a company's commitment to technology. With its 1,311% growth rate over five years, Creativity Software has proven that its leadership has the vision and determination to grow in competitive conditions.**"

"Being one of the fastest growing technology companies in the UK is an impressive accomplishment. We commend Creativity Software for making the Deloitte Technology Fast 50 with a phenomenal growth rate over five years."

**- ENDS -**

## **Notes to editors**

\* Growth rates are all over the last five years.

Commentary, analysis and case studies (including regional) will be available at [www.fast50.co.uk](http://www.fast50.co.uk)

## **About Deloitte:**

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For more information, please visit [www.deloitte.co.uk](http://www.deloitte.co.uk).

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## **About Creativity Software Ltd:**

Creativity Software (“CS”) is a specialist developer of software products for mobile Location Based Services.

CS provides Mobile Network Operators with the technology to:

1. Comply with government legislation (i.e. allowing emergency or security services to locate a caller);
2. Increase revenues by providing location dependent services to their subscribers (e.g. location based mobile advertising, asset tracking, family finder).

These capabilities require the purchase of three layers of technology. CS provides all three layers - a complete “end to end” LBS solution - comprising:

- Applications / Services:
- Middleware
- Infrastructure Layer – the Mobile Location Centre (MLC)

The company has sold successfully to the largest mobile operator groups worldwide, such as Vodafone, MTN, Telefonica and America Movil. Backed by venture capital from MMC Ventures and a solid banking relationship with HSBC, CS is led by an experienced team of executives, and driven by the enthusiasm and skills of a multi-national cadre of professional staff.

## UK Technology Fast 50 entry criteria

1. The company must have been in business for a minimum of five years;
2. The company must be considered a technology company, which is defined as:
  - producing technology
  - manufacturing technology-related products
  - be technology intensive, or use unique technology to solve problems
  - devoting a high percentage of effort to technology R&D;
3. The parent company must be UK-owned and have its headquarters in the UK (subsidiaries of UK or multinational organisations **do not** qualify);
4. Operating revenues must be at least £34,000 (50,000 Euros) for the first financial year of the five year period and £540,000 (800,000 Euros) for most recent financial year;
5. All submissions must be accompanied by signed accounts for the first and last financial year being measured in the competition. Unless a statutory exemption is being taken, these accounts should be unabbreviated and audited.

## Technology Fast 50 selection and qualifications

The Technology Fast 50 list is compiled from Deloitte's nominations submitted directly to the Technology Fast 50, and public company database research. Deloitte researchers examined financial statements to validate operating revenues.

Entrants must also be public or private companies headquartered in a participating region of the UK and must be a "technology company," defined as a company that owns proprietary technology that contributes to a significant portion of the company's operating revenues; or devotes a significant proportion of revenues to the research and development of technology. Using other companies' technology in a unique way does not qualify.