



February 5, 2013

**ANNOUNCEMENT NO: 4**

## **GN Netcom divests Hello Direct Inc. to focus on its core business**

Today, GN Netcom entered into an agreement to divest its direct reseller business in North America, Hello Direct Inc. The divestment follows GN Netcom's strategic decision to focus on the company's core competency of being an innovative sound processing company working with leading distributors and resellers to bring its headset and speakerphone solutions to the market. The divestment concludes GN Netcom's transition to become a strictly indirect business following a number of years with a combined business model in certain markets.

The buyer of Hello Direct Inc., Synergy Communications Management, is owned by Dottie O'Daniel who has successfully started and managed another direct hands free telecommunications reseller, Call One, to consistent excellence in growth, profitability and customer service. Call One has extensive market experience in North America and is currently a strategic business partner to GN Netcom. The employees supporting Hello Direct Inc. will continue under the new ownership, and Hello Direct Inc. will continue to focus on the relationship with GN Netcom and Jabra products.

The divestment has no material impact on GN Netcom's financial results for 2013.

GN Netcom's CEO, Mogens Elsberg, says: "We are pleased to announce Synergy Communication Management as buyer of Hello Direct Inc. as it ensures that growth ambitions, people and capabilities are maintained following the change in ownership. The divestment will further strengthen our Jabra sales in North America, and it enables our North American organization to place its full focus on the opportunities for hands free solutions for Contact Centers and Offices as well as the fast growing Unified Communications market".

Dottie O'Daniel, CEO of Synergy Communications Management, says: "Hello Direct, Inc. fits perfectly within our business strategy and market experience. The acquisition represents an opportunity for tremendous growth in a business sector we know well. My management team is very excited about the potential for the employees of Hello Direct, its current customers and the rich horizon for new and enhanced strategic partnerships".

For further information, please contact:

Michael Bjergby  
Director – IR, Communications, CSR & Treasury  
GN Store Nord A/S  
Tel: +45 45 75 02 92