

**EUROPE’S TECHNOLOGY LEADERS FORM NEW ALLIANCE**

* The European Tech Alliance will promote the scaling up of fast-growing European tech companies
* Members will share their experience of building their businesses in Europe with policymakers
* The European Tech Alliance aims to close the gap in terms of European representation for scale ups and contribute to the Commission’s Digital Single Market strategy
* The Alliance will be launched by the Commission’s Vice-President Andrus Ansip and hosted by Catherine Stihler MEP

**STRASBOURG, France, October 27, 2015** – A group of high-tech companies announced the formation of the European Tech Alliance on Tuesday, designed as a resource for European governments and EU institutions to help the industry scale up and create jobs in Europe.

“We have formed an alliance to share our collective experience with policymakers and challenge mindsets about Europe, technology, and the Internet,” said Niklas Zennström, president of the group and the co-founder of Skype. He is now founder and CEO at Atomico.

“There are so many European tech company success stories. We think we will be able to help European leaders understand that Europe is good at tech and show how policymakers can clear the way for the tech industry to grow further.”

European Commission Vice-President Andrus Ansip, who is leading the Digital Single Market strategy, endorsed the creation of the Alliance.

“I am delighted that the Alliance has come together to open a new line of communication with policymakers in the EU. Their experience of building businesses from the ground up in Europe will be an important contribution as we create a Digital Single Market,” he said.

Zennström said that the Alliance will look to further the goals of the Commission’s proposed digital strategy.

“The next 12 to 18 months will be particularly critical because the European Commission is writing rules to carry out its Digital Single Market strategy, aimed at clearing the way for all tech players – from the EU and beyond - to invest, grow, and prosper in Europe,” he said.

The Alliance will look to work with European Union institutions and Member States and commit to share their experience of building tech companies in Europe, so that any legislation or regulation that the EU looks to introduce nurtures the tech sector and enables it to compete on a global level.

It includes companies built in Europe that have recently found success in the tech sector, and who are looking to scale up and are committed to being part of growing the digital economy.

Scaling up existing businesses in the region is vital for Europe as it can help generate jobs, growth, and consumer value.

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**ANNEX 1** Alliance members and contact details

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| ppear here.png | [**Appear Here**](https://www.appearhere.co.uk/)is the leading online marketplace for short-term retail space. | Becky Jones [becky@appearhere.co.uk](mailto:becky@appearhere.co.uk) |
|  | [**Audioteka**](http://audioteka.com/welcome/?) is a mobile-first audiobook platform providing access to a wide variety of books, literature, and articles in an easily accessible audio format available in 9 languages in over 20 countries. | Marcin Beme [marcin.beme@audioteka.com](mailto:marcin.beme@audioteka.com) |
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| VG.jpeg | [**AVG**](http://free.avg.com/eu-en/homepage) is the online security company for devices, data and people with more than 200 million monthly users across the globe. | Harvey Anderson [harvey.anderson@avg.com](mailto:Harvey.anderson@avg.com)  Deanna Contreras [deanna.contreras@avg.com](mailto:Deanna.contreras@avg.com) |
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| laBlaCar_Logo.png | [**BlaBlaCar**](https://www.blablacar.co.uk/) is the world’s leading long distance ridesharing platform that connects drivers and passengers going the same way to share the cost of the journey. | Diane Prébay [diane.prebay@blablacar.com](mailto:diane.prebay@blablacar.com) |
| rand24.jpeg | [**Brand24**](http://brand24.net/) is a social listening app that gives you instant access to mentions about your brand across the web. | Mike Sadowski [mike@brand24.net](mailto:mike@brand24.net) |
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| acility Live.png | [**FacilityLive**](http://facilitylive.com/#/) is the Disruptive European Search Technology Made-in-Italy. | Fabrizio Porrino [fabrizio.porrino@facilitylive.com](mailto:fabrizio.porrino@facilitylive.com) |
| ust Spices.jpeg | [**Just Spices**](http://www.justspices.com) is a leading German based e-commerce spice company with the vision to emotionalize the spice market. | Florian Falk [florian@justspices.de](mailto:florian@justspices.de) |
|  | [**King**](https://king.com/) is a leading interactive entertainment company for the mobile world. | Linda Griffin [linda.griffin@king.com](mailto:Linda.Griffin@king.com) |
| larna.jpeg | [**Klarna**](https://www.klarna.com/) is a global online payments provider with the goal to become the world’s favourite way to buy. | Jesper Wigardt [jesper.wigardt@klarna.com](mailto:jesper.wigardt@klarna.com) |
| ADE.gif | [MADE.COM](http://made.com/) is an online design brand based in Soho, London. By connecting customers directly with manufacturers to create original products, MADE is on a mission to make great design accessible to everyone. | Amy Grimshaw [amy.grimshaw@made.com](mailto:amy.grimshaw@made.com) |
| omondo.jpg | [**Momondo Group**](http://www.momondogroup.com/) is a global online travel search and inspiration network, operating the Cheapflights, Momondo and Skygate brands in more than 30 countries. | Phil Bloomfield [phil.bloomfield@cheapflights.co.uk](mailto:phil.bloomfield@cheapflights.co.uk) |
| rowly.png | [**Prowly**](https://prowly.com/) is a CRM tool for Public Relations professionals in the digital age. | Joanna Drabent [joanna@prowly.com](mailto:joanna@prowly.com) |
| ovio.png | [**Rovio Entertainment Ltd**](http://www.rovio.com/), the creator of Angry Birds™, is a global industry-changing entertainment media company headquartered in Finland that creatively combines digital with physical, breaking the boundaries of traditional content delivery. The Angry Birds Movie is slated for May 2016. | Kaisu Karvala [kaisu.karvala@rovio.com](mailto:kaisu.karvala@rovio.com) |
| eznam.png | [**Seznam.cz**](https://www.seznam.cz/) is a search engine and digital services provider. | Michal Feix [michal.feix@firma.seznam.cz](mailto:michal.feix@firma.seznam.cz)  Libor Manda [libor.manda@firma.seznam.cz](mailto:libor.manda@firma.seznam.cz) |
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| upercell.png | [**Supercell**](http://supercell.com/en/) is a mobile game developer based in Helsinki, Finland, with offices in San Francisco, Tokyo, Seoul and Beijing. | Linda Åström [linda.astrom@supercell.com](mailto:linda.astrom@supercell.com) |
| wiftkey.jpeg | [**Swiftkey**](https://swiftkey.com/en) is a free app for Android, iPhone and iPad that makes it easier, faster and more fun to type. It adapts to you so you spend less time correcting your typos and more time expressing what you really mean. | Sarah Rowley [sarah.rowley@swiftkey.com](mailto:sarah.rowley@swiftkey.com) |
| he Pole Society.jpeg | [**The Pole Society**](http://www.thepolesociety.com/) is the first platform in the world to offer a one-stop shop for your multi-channel advertising needs. | Bogdan Savonea [bogdan.savonea@thepolesociety.com](mailto:bogdan.savonea@thepolesociety.com) |
| Transenter | [**Transenter**](http://transenter.com/) is an innovative Language Service Provider using technology to streamline the process and save costs. | Pawel Walentynowicz [pw@transenter.com](mailto:pw@transenter.com) |
| ED.png | [**ZED**](http://www.zed.com/) is the leading company in advanced mobile services with over 18 years’ experience. | Jorge Calderon [jcalderon@zed.com](mailto:jcalderon@zed.com)  Marta Izquierdo [marta.izquierdo@u-tad.com](mailto:marta.izquierdo@u-tad.com) |