



## Synchronoss Reaches 10 Million Personal Cloud Subscribers

December 9, 2013

*Early Success by Mobile Operators in North America, Europe, and Asia Pacific*

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Dec. 9, 2013-- [Synchronoss Technologies, Inc.](http://www.synchronoss.com) (NASDAQ:SNCR), the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe, today announced that it has reached 10 Million Personal Cloud Subscribers throughout the world since launching its Personal Cloud Platform this summer. Synchronoss' Personal Cloud Platform is an industry leading personal cloud solution that enables mobile operators to provide subscribers the ability to backup, restore, sync and share their valuable content across smartphones, tablets, computers and other connected devices - accessible from anywhere at any time. In addition to our successful launch of the Personal Cloud Platform, Synchronoss continues to grow its cloud services across all its subscriber base, with over 60 Million subscribers, including Network Address Book, Social Gateways, and Smart Mobility worldwide.

"We are pleased to announce this critical and important milestone in our first six months deploying our Personal Cloud Platform with leading mobile operators around the world" said Stephen G. Waldis, Founder and Chief Executive Officer of Synchronoss. "Our existing Tier One mobile operator customers have over 1 Billion Subscribers who use smart devices that can benefit from our Personal Cloud Software. Our ability to sign up 10 Million Subscribers, or roughly 1% of our existing customer's addressable market is a milestone that is very encouraging for our longer term plans."

Major mobile operators around the world trust Synchronoss to help their customers back-up and safely secure critical content, such as their contacts, device settings, and MMS/SMS messages on their mobile devices. This is vital in the event devices are lost, damaged, or stolen. In addition, Synchronoss Personal Cloud software plays an essential role for new mobile subscribers when customers choose to upgrade or transfer critical personal content from an old device to a new device. Synchronoss' software is device and platform agnostic, supporting all major devices and operating platforms such as IOS, Android and Windows, allowing mobile subscribers to choose whatever device type they desire, and it will simply ensure all your devices and your content stay in sync for a superior experience.

"The cloud is becoming such a critical part of Tier One mobile operator's go-to-market strategy" said Biju Nair, Synchronoss' Chief Strategy Officer. "It's providing them a competitive advantage by giving their subscribers the ability to file, sync, share and restore important user generated content as use more and more power, speed, and applications are now available on 4G Networks around the globe. "Our content ingest rates of data from subscribers is consuming over 20 Petabytes storage annually and we only expect that number to continue to grow exponentially as we drive more and more adoption within our base."

Synchronoss will also be launching its Business Cloud Software in Q1 of 2014, in which Vodafone will be the first customer in the market. When you combine the mobile operator Small Business Market with the existing Personal Cloud market Synchronoss supports today, the addressable market will become exponentially larger.

### About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at:

Web: [www.synchronoss.com](http://www.synchronoss.com)

Blog: <http://blog.synchronoss.com>

Twitter: <http://twitter.com/synchronoss>

### Forward-looking Statements

This document may include certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, but are not limited to, plans, objectives, expectations and intentions and other statements contained in this press release that are not historical facts and statements identified by words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates," "outlook" or words of similar meanings. These statements are based on our current beliefs or expectations and are inherently subject to various risks and uncertainties, including those set forth under the caption "Risk Factors" in Synchronoss' Annual Report on Form 10-K for the year ended December 31, 2012 and other documents filed with the U.S. Securities and Exchange Commission. Actual results may differ materially from these expectations due to changes in global political, economic, business, competitive, market and regulatory factors. Synchronoss does not undertake any obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.

Source: Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc.

Investor:

Brian Denyeau, 646-277-1251

[investor@synchronoss.com](mailto:investor@synchronoss.com)

or

*Media:*

Stacie Hiras, 908-547-1260

[stacie.hiras@synchronoss.com](mailto:stacie.hiras@synchronoss.com)