



## Synchronoss Personal Cloud™ Success Extends Secure Cloud Agreement with Vodafone

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*Enhanced hosting partnership required to support expected explosive growth of carrier-grade Personal Cloud services*

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Nov. 2, 2015-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), the leading innovator of cloud solutions and software-based activation for mobile carriers, enterprises, retailers and OEMs worldwide, today announced that based upon success and traction of the Synchronoss Personal Cloud and additional new service providers slated to come online in 2016, it has extended its secure cloud hosting agreement with Vodafone. The deal will provide Synchronoss with additional capabilities to leverage the Vodafone relationship to support the rapid international growth in consumer demand for carrier-grade Personal Cloud services.

Synchronoss' partnership with Vodafone has been in place for a few years. The global operator will continue to provide cloud hosting services to Synchronoss across Europe, the Middle East, and the Asia Pacific region, maintaining its global footprint and adding scale to its global Personal Cloud solutions portfolio. The subscriber base of Synchronoss' operator customers provide it with access to 75% of the potential Personal Cloud market around the world and the company is capitalizing on this opportunity as it continues to add hundreds of thousands of Personal Cloud subscribers on a weekly basis. This demand is generating more than a petabyte of data every week as consumers regard cloud capabilities as an essential enabler of their digital lives.

"Cloud has become a critical part of our carrier customers' core communication strategy and the new normal," said Chris Halbard, EVP and President International, Synchronoss. "Having a white label cloud offering that sits inside the carrier's secure network allows carriers to own the customer relationship. We are witnessing growing conviction for the importance of carrier branded cloud solutions, which is why we are excited to partner with Vodafone."

Together, Synchronoss and Vodafone are poised to meet the increasing, world-wide demand for carrier-branded cloud solutions with innovative cloud solutions and a global hosting environment. The carrier market is recognizing the economic upside cloud has for optimizing retail environments, unifying services across devices and extending carrier functionality to third parties. The Synchronoss cloud solution, (integrated tightly with Mobile Content Transfer and device Activation) gives carriers the power and flexibility to use the cloud to create a more valuable experience for their subscribers. This gives carriers the ability to quickly respond to the dynamic, churn-optimized market and add differentiation in ways that complement their go-to-market strategy.

### About Synchronoss

Synchronoss Technologies, based in Bridgewater, NJ, (NASDAQ: SNCR) is the mobile innovation leader that provides personal cloud solutions, secure enterprise solutions and software-based activation for connected devices across the globe. The company's proven, scalable and patented 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: [www.synchronoss.com](http://www.synchronoss.com).

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