

Software Company Sunduka and Aide sign Partnership Agreement – Cardu Mobile Card platform expands also to Russia

Software company Sunduka Ltd and Aide Ltd have signed a comprehensive partnership agreement to distribute Cardu Mobile Card platform and provide related services to business customers in Russia. The cooperation will start immediately during this year. The target is to strengthen the competitiveness of both companies and serve to accelerate international growth in mobile market.

Cardu Mobile Card platform, developed by Sunduka, offers companies and organizations the ability to seamlessly create and transfer their loyalty and membership cards to smartphones in a cost-effective manner. The Cardu technology has already been adopted by over 300 companies and usage continues to grow rapidly. For the consumers, Cardu application is free to use and available globally in online-stores. Aide offers business process services for companies in Russian markets and their customers include companies such as Apple, Huawei, Samsung and Canon.

Mika Hyvönen, CEO of Sunduka commented: "The partnership between Sunduka and Aide in Russian markets is significant business initiative, which we are very excited. Russia is a huge, over 140 million consumer market where mobile density is high and need for mobile solution like Cardu is obvious. Sunduka's main goal is to go international and grow heavily in company utility mobile markets. Currently we are operating in seven different countries and we have initiated negotiations concerning consumer markets in Western Europe, US and Middle East. Finnish mobile technology is known globally for being underpinned by expertise, information security and innovation, and those same features can be found at the core of the Cardu platform."

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Sunduka is a mobile software company based in Helsinki, Finland. Sunduka operates in the rapidly growing field of mobile marketing and communication. The company's purpose is to make people's daily communications and transactions easier and more fun. Sunduka has developed the Cardu and Ringi mobile platforms, which offer unique, effective solutions for mobile marketing and user services. Sunduka has hundreds of business customers and demand is growing rapidly. Sunduka aims to provide mobile marketing services to global markets. Sunduka is a Finnish dialect word from Karelia and means a treasure box, where all important valuables are stored when traveling.