

Nuance Loop Shortlisted for Prestigious 2018 GLOMO Award

Nuance considered one of the Best Mobile Operator Services for Consumers by GSMA

BARCELONA (MOBILE WORLD CONGRESS) and BURLINGTON, Mass. – February 13, 2018 – [Nuance Communications, Inc.](#) (NASDAQ: NUAN) today announced that Nuance Loop, the company's artificial intelligence and data analytics-powered marketing platform for communications service providers, was shortlisted in the "Best Mobile Operator Service for Consumers" category for the exclusive [2018 Global Mobile \(GLOMO\) Awards](#). The award winners will be announced during Mobile World Congress in Barcelona, which runs from February 26 through March 1.

Nuance Loop gives communications service providers the ability to reduce churn and increase ARPU by offering personalized, revenue-generating services to their subscribers across mobile advertising, messaging and financial services. Integrated directly into the communications service provider's network, Nuance Loop analyzes offer conversion rates, subscriber profiles, content usage and network activity to accurately create and place offers that are tailored to each subscriber, maximizing the revenue potential for the operator.

"We are grateful that GSMA has recognized our Loop platform and its benefits to mobile operators, such as creating incremental revenue streams and deepening relationships and engagement with subscribers," said Dan Faulkner, senior vice president and general manager of communications service providers at Nuance. "Being shortlisted for a GLOMO Award further validates our ability to serve our mobile carrier customers and improve their subscriber loyalty in a competitive environment."

The "Best Mobile Operator Service for Consumer" award seeks to recognize the best operator service or solution for delivering seamless access to mobile users. It highlights the critical importance of network delivered solutions and services which are rich and sophisticated, developed to offer outstanding services to the end user.

"The GLOMOs offer organizations and individuals from across the world an opportunity to showcase how mobile technology continues to inspire new levels of ingenuity, innovation and achievement," said Michael O'Hara, Chief Marketing Officer, GSMA. "As always, the caliber of entries is extremely high, so to be shortlisted for the GLOMOs is quite an achievement. We wish the very best of luck to all nominees and look forward to unveiling the winners at Mobile World Congress later this month."

Since it was announced in February 2017, the Loop platform has generated nearly two billion transactions on communications service providers' networks across the world. For example, one carrier saw Loop offer more than 60 million mobile advertisement impressions to subscribers in just one month. It is currently deployed across North America, South and Central America, APAC and EMEA, generating hundreds of millions of dollars a year in incremental, high-margin revenue for its operators and supporting more than 700 million subscribers daily.

For more information on Loop, visit [Loop on Nuance.com](#). Press and analysts interested in learning more about Loop or meeting with Nuance at Mobile World Congress should contact Kate Hickman at kathryn.hickman@nuance.com.

About Nuance Communications, Inc.

Nuance Communications, Inc. (NASDAQ: NUAN) is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user

experience more compelling by transforming the way people interact with devices and systems. Every day, millions of users and thousands of businesses experience Nuance's proven applications. For more information, please visit www.nuance.com.

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