



OPTION TRADING UPDATE

Third Quarter 2013

LEUVEN, Belgium – October 24, 2013 – Option ([EURONEXT Brussels: OPTI](#); [OTC: OPNVY](#)) today announced that the company posted revenue of EUR 2.2 million in the third quarter of 2013.

The company added several design wins in the third quarter as a result of the ecosystem of partners that has been developed in the Americas. These should result in significantly increased revenues from customer projects over the next 12 months. In addition to the successful deployment of CloudGate in the fuel truck monitoring solution of GPS4Hire, CloudGate is being deployed in solutions for sizeable projects for the marine industry and electrical power and water management applications in the utilities industries. Furthermore, the CloudGate is being used in demonstrations, pilot programs, and soon to be commercial deployments with middleware partners. The over two hundred seed and evaluation units in customer hands allow for implementation of solutions on any of the approved networks of the leading carriers in the US and Canada (AT&T, Bell Mobility, Sprint, Telus, T-Mobile, and Verizon). The competitive pricing and hardware and software flexibility of CloudGate is generating opportunities in the Latin America markets. The breadth of solutions for which CloudGate is being considered and utilized is congruent with the large growth expectations for the M2M market.

In Europe the company continued to invest in sales & marketing programs to strengthen its M2M partner network and to increase its footprint in the M2M ecosystem. During the quarter CloudGate was integrated in the M2M solution offerings of several European partners with customer projects in piloting or deployment stages.

The company continues to monitor its financial situation closely and takes the necessary actions to bring its cost-base in line with the revenues.

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ABOUT OPTION

Option connects Things to the Cloud. With more than 20 years of experience and many industry's firsts in the wireless industry, the Company is ideally positioned to bring the most efficient, reliable and secure wireless solutions to business markets (B2B) and industrial markets (M2M). The Company partners with system integrators, value added resellers, application platform providers, value add distributors and network operators to bring tailor made solutions to end-customers. Option is headquartered in Belgium, has a production engineering and logistics facility in Ireland and maintains offices in Europe, the US, Greater China, Japan and Australia. More information: www.option.com

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