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If you sell or have sold or otherwise transferred all of your Ordinary Shares you should forward this document and the accompanying Form of Proxy to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee. If you have sold or otherwise transferred only part of your holding of Ordinary Shares, please contact immediately your stockbroker, bank or other agent through whom the sale or transfer was effected.

This document does not constitute an offer or invitation for any person to subscribe for or purchase any securities in the Company. This document is provided in connection with shareholder approval, and is not a prospectus, offering circular, placement memorandum or the like containing the information accompanying a securities offering.

The Directors of getmobile europe plc (“getmobile”), whose names appear on page 2 of this document, accept responsibility for the information contained in this document including responsibility for compliance with the AIM Rules. To the best of the knowledge and belief of the Directors (who have taken all reasonable care to ensure that such is the case), the information contained in this document is in accordance with the facts and does not omit anything likely to affect the import of such information.

getmobile europe plc

(Incorporated and registered in England and Wales under the Companies Act 1985 with registered number 5098197)

Notice of Extraordinary General Meeting

Davy Corporate Finance, which is regulated in Ireland by the Financial Regulator, is nominated adviser (pursuant to the AIM Rules) to the Company. Davy Corporate Finance is acting exclusively for the Company in connection with arrangements described in this document and is not acting for any other person and will not be responsible to any person for providing the protections afforded to customers of Davy Corporate Finance or for advising any other person in connection with the arrangements described in this document.

Your attention is drawn to the letter from the Chairman of getmobile set out on page 2 of this document, which explains the purpose of the Resolutions to be proposed at the Extraordinary General Meeting and includes the recommendation from the Board to vote in favour of the Resolutions.

A Notice of the Extraordinary General Meeting of getmobile to be held at 12.00 p.m. at the offices of Eversheds LLP, 1 Wood Street, London EC2V 7WS, United Kingdom on 12 March 2010 is set out on page 4 of this document.

A Form of Proxy for use at the Extraordinary General Meeting is enclosed. You are requested to complete and return the Form of Proxy as soon as possible whether or not you propose to attend the meeting in person. To be valid, the enclosed Form of Proxy should be completed and returned by hand or by post to getmobile’s registrars, Capita Registrars, PXS, 34 Beckenham Road, Beckenham, BR3 4TU, United Kingdom, to arrive by no later than 12.00 p.m. on 10 March 2010. Completion and return of a Form of Proxy will not preclude you from attending and voting at the Extraordinary General Meeting should you so wish.

This document has not been approved by the London Stock Exchange or the UK Listing Authority or any other regulator. The distribution of this document in certain jurisdictions may be restricted by law and therefore persons receiving this document should inform themselves about and observe any such restrictions. This document does not constitute, nor is it intended to constitute, investment research or investment advice by getmobile or any other person. This document has not been prepared in accordance with the legal requirements designed to promote the independence of investment research and is not subject to any prohibition on dealing ahead of the dissemination of investment research.

This document contains forward-looking statements. These statements relate to the Group’s future prospects, developments and business strategies. Forward-looking statements are identified by their use of terms and phrases such as “believe”, “could”, “envisage”, “estimate”, “intend”, “may”, “plan”, “will” or the negative of those, variations or comparable expressions, including references to assumptions. The forward-looking statements contained in this document are based on current expectations and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by those statements. If one or more of the risks or uncertainties set out below materialise, or if underlying assumptions prove incorrect, the Group’s actual results may vary materially from those expected, estimated or projected. Given these risks and uncertainties, potential investors should not place any reliance on forward-looking statements. These forward-looking statements speak only as at the date of this document. Neither the Directors nor the Group undertake any obligation to update forward-looking statements or risk factors other than as required by the AIM Rules or by the rules of any other securities regulatory authority, whether as a result of new information, future events or otherwise.

LETTER FROM THE CHAIRMAN OF GETMOBILE EUROPE PLC

getmobile europe plc

(Incorporated and registered in England and Wales under the Companies Act 1985 with registered number 5098197)

Director:

Pierce Casey – *Non-Executive Chairman*
Daniel Wild – *Chief Executive Officer*
Patrick Bosch – *Chief Technology Officer*
Sven Schreiber – *Chief Financial Officer*
Tim Schwenke – *Executive Director*
Brian Stephens – *Non-Executive Director*
Maximilian Ardel – *Non-Executive Director*

Registered Office
4th Floor,
74 Chancery Lane,
London WC2A 1AD,
United Kingdom.

17 February 2010

To the Shareholders of getmobile europe plc

Proposed cancellation of admission of securities to AIM

Proposed change of name

Notice of Extraordinary General Meeting

Dear Shareholder,

Further to an announcement issued by getmobile europe plc (“getmobile” or the “Company”) on 10 February 2010, I am writing to convene an extraordinary general meeting of the Company to consider, and if thought fit, to pass resolutions concerning (i) the cancellation of the admission of Company’s ordinary shares of £0.10 each to the AIM market of the London Stock Exchange (“Cancellation”); and (ii) the proposed change of the Company’s name to Ecommerce Alliance plc (“Change of Name”). Further information on the background to and reasons for these proposals is set out below.

The extraordinary general meeting of the Company (“EGM”) is to be held at 12.00 p.m. on 12 March, 2010 at the offices of Eversheds LLP, 1 Wood Street, London EC2V 7WS, United Kingdom for the purpose of approving the Cancellation and the Change of Name. The notice convening the Extraordinary General Meeting is set out at the end of this document.

Proposed Cancellation of AIM Quotation

The Company’s shares are currently dealt on both the AIM market in London and the Entry Standard Market in Frankfurt. The Company’s business is based in Germany and it has become clear that the substantial majority of dealings in the Company’s shares now take place in Germany, reflecting a growing German shareholder base.

Taking account of the costs associated with the AIM quotation, the fact that the shares are primarily dealt on the Entry Standard Market, and the German-centric nature of the Company’s business, the Board has concluded that it would be appropriate to seek to cancel the admission of the Company’s shares to AIM. Such cancellation requires the approval of shareholders in general meeting.

If approved by shareholders at the EGM it is anticipated that the last date for dealings in the Company’s shares on AIM will be Friday, 19 March, 2010 with cancellation of admission of the Company’s shares to AIM taking effect from 7 a.m. on Monday, 22 March 2010. Following the cancellation of the AIM quotation, it is anticipated that non German based shareholders will continue to be able to hold their shares in either certificated form or in CREST and will be able to make arrangements via their stockbrokers to trade shares on the Entry Standard Market, a constituent market of the Deutsche Borse in Frankfurt.

Brian Stephens, a non-executive Director and I have informed the Company that we intend to resign from the Board on cancellation of the AIM quotation.

Proposed Change of Name to Ecommerce Alliance Plc

At the time of the announcement of the impending disposal of its mobile phone contracts business on 26 November 2009, the Company indicated that it would propose a change of name for the Company, reflecting a contractual requirement to do so following the sale of the getmobile domain name.

In light of the Company's strategic focus on the ecommerce sector the board proposes that the Company's name be changed to Ecommerce Alliance plc. If approved by shareholders at the EGM it is anticipated that the change of name will take effect on or around 31 March 2010.

Extraordinary General Meeting

A notice convening the EGM to be held at the offices of Eversheds LLP, 1 Wood Street, London EC2V 7WS, United Kingdom at 12.00 p.m. on 12 March 2010 is set out on page 4 of this document. At the EGM you will be asked to approve two Resolutions. Resolution 1, which is a special resolution, approves the proposed cancellation of admission of the Company's securities to AIM. Resolution 2, which is a special resolution, approves the proposed change of the Company's name to Ecommerce Alliance plc.

Action to be Taken

Whether or not you intend to be present at the EGM, you are requested to complete and return the Form of Proxy as soon as possible and in any event so as to be received by the Company's registrars, Capita Registrars, PXS, 34 Beckenham Road, Beckenham BR3 4TU, United Kingdom, to arrive by no later than 12.00 p.m. on 10 March 2010. Completion and return of a Form of Proxy will not preclude you from attending and voting at the EGM should you so wish.

Recommendation

The Board believes that the approval of the Resolutions is in the best interests of the Company, and its Shareholders as a whole. Accordingly the Directors unanimously recommend that Shareholders vote in favour of the Resolutions as they intend to do in respect of their aggregate shareholdings which amount to 2,190,539 Ordinary Shares (representing approximately 23.19 per cent. of the existing issued share capital of the Company as at 15 February 2010, being the latest practicable date prior to the publication of this document).

Yours sincerely,

Pierce Casey
Non-Executive Chairman

NOTICE OF EXTRAORDINARY GENERAL MEETING

getmobile europe plc

(Incorporated and registered in England and Wales under the Companies Act 1985 with registered number 5098197)

NOTICE IS HEREBY GIVEN that an Extraordinary General Meeting of getmobile europe plc (the “Company”) will be held at the offices of Eversheds LLP, 1 Wood Street, London EC2V 7WS, United Kingdom at 12.00 p.m. on 12 March 2010 to consider and, if thought fit, pass the following resolutions, which will be proposed as special resolutions:

1. THAT, in accordance with Rule 41 of the AIM Rules for Companies of the London Stock Exchange governing admission to trading on and the operation of AIM, the admission of the Company’s shares on the AIM Market of the London Stock Exchange be cancelled.
2. THAT the name of the Company be and is hereby changed to “Ecommerce Alliance Plc”.

BY ORDER OF THE BOARD

Dick Lynch

Company Secretary

Registered Office:

4th Floor,
74 Chancery Lane,
London WC2A 1AD,
United Kingdom.

Dated: 17 February 2010

Notes:

1. Any member entitled to attend and vote at the meeting is entitled to appoint a proxy (who need not be a member of the Company) to attend, speak and vote in his/her place. Completion of a form of proxy will not affect the right of a member to attend, speak and vote at the meeting in person.
2. To be valid, forms of proxy duly signed together with the power of attorney or such other authority (if any) under which they are signed (or a certified copy of such power or authority) must be lodged with the Company’s registrar, Capita Registrars, PXS, 34 Beckenham Road, Beckenham BR3 4TU, United Kingdom, to arrive by no later than 12.00 p.m. on 10 March 2010.
3. To appoint a proxy or to give or amend an instruction to a previously appointed proxy via the CREST system, the CREST message must be received by the issuer’s agent RA10 by 12.00 p.m. on 10 March 2010. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer’s agent is able to retrieve the message. After this time any change of instructions to a proxy appointed through CREST should be communicated to the proxy by other means. CREST Personal Members or other CREST sponsored members, and those CREST Members who have appointed voting service provider(s) should contact their CREST sponsor or voting service provider(s) for assistance with appointing proxies via CREST. For further information on CREST procedures, limitations and system timings please refer to the CREST Manual. We may treat as invalid a proxy appointment sent by CREST in the circumstances set out in Regulation 35(5) (a) of the Uncertificated Securities Regulations 2001. In any case your proxy form must be received by the company’s registrars no later than 12.00 p.m. on 10 March 2010.
4. The Company, pursuant to Regulation 41 of the Uncertificated Securities Regulations 2001 specifies that only those shareholders registered in the register of members of the Company as at 12.00 p.m. on 10 March 2010 shall be entitled to attend and vote at the meeting in respect of the number of shares registered in their names at the time. Changes to entries in the register after that time will be disregarded in determining the right of any person to attend and/or vote at the meeting.