

Mobile Fun Launches 20 International Websites

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UK-based online mobile device accessory retailer Mobile Fun completes its "MF20" initiative and launches 20 international websites in early 2013.



Now the retailer has dedicated language and currency websites for 27 countries, and ships orders to over 50.

European Mobile Fun websites cover Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland and the UK.

The international sites make around 36% of Mobile Fun total order volume, with Q4 2012 orders reaching over 46000 with 57% Y-o-Y growth. The retailer also forecasts £1.2 million EBITDA for the current financial year.

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