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**Fast-growing Zeifie ready for international launch**

**Zeifie, the new smartphone app for personal safety, has achieved a lot in the three months following the test market launch in Sweden. As founder and CEO Michaela Holtz gets the company ready for WebSummit as part of the Alpha program, Zeifie is preparing for the next step, the international launch.**

Zeifie is an app for personal safety that not only enables safety for the individual user but also makes it possible for everyone to contribute to a more safe society.

With Zeifie, users in distress can activate the alarm by a simple push of a bluetooth button, connected to the smartphone and app. As the alarm is activated Zeifie will send a message for help not only to predefined recipients such as family and friends, but also to other users nearby who can assist and provide help close to hand. Zeifie is free to download, register and receive calls for from others. This way we are creating a community of good samaritans that want to make society a safer place for others.

In June Zeifie broke the record for fastest crowdfunded app at FundedByMe, the Swedish site for grass root funding. Just three hours after launching the campaign the first round of funding goal was reached. The app launched in July in Sweden for both iOS/iPhone and Android. With Sweden as a test market to verify and test the system Zeifie has experienced rapid user growth, and the next step is international expansion.

As Zeifie and founder and CEO Michaela Holtz are attending WebSummit as part of the Alpha-program Zeifie is upgrading the design and interface, and are planning international launch at the beginning of November.

*”We are extremely pleased with the success following our local test-launch. Not only have users embraced us and signed up in droves, the response from media and third parties have been tremendous. We are very happy to announce our latest partnership with Mobilearn, the best service for helping migrants establish themselves in their new society.” says Michaela Holtz, CEO of Zeifie.*

Mobilearn was launched in 2010 with the vision to provide migrants and refugees with relevant information about society and thereby facilitate individual integration in the new society. In 2012 Mobilearn was awarded ”Best Socioeconomic Innovation in Europe” by the European Investment Bank.

*”Female safety and security, regardless of origin, race or religion must be the focus of all companies at times like these. That is why we choose to integrate the functionality and features of Zeifie in our app to better integrate new arrivals in Sweden.” says Claes Persson, founder of Mobilearn.*

**For more information, please contact:**

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