



## Press Release

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# LYCAMOBILE AND VODAFONE NETHERLANDS INK PRESTIGIOUS MOBILE PARTNERSHIP AGREEMENT

- *Dutch partnership deal with Vodafone Netherlands to kick off this spring*
- *Five million Euros marketing campaign to support Dutch market push*

INTERNATIONAL mobile telecoms provider **Lycamobile** and **Vodafone Netherlands** today announced their recently signed MVNO partnership.

**Lycamobile**, the international mobile telecoms provider, has signed with **Vodafone Netherlands** as the latest MVNO partner in a bid to significantly grow its already highly successful Pay As You Go SIM card business.

As the existing market-leading International Dutch MVNO with activations of over 1.3 million SIM's, **Lycamobile** will be launching their Pay As You Go SIM card brand in the second quarter of this year.

"We are delighted to have signed this partnership deal with **Vodafone Netherlands**, and chose them for their dedicated partnership approach to the MVNO market and their superior network coverage and quality. Thanks to the full MVNO technical architecture **Lycamobile** has developed, we are able to provide an enhanced low-cost, high-quality mobile service to our Dutch customers. It's all about adding value and supplying a premium product without any compromises," says **Lycamobile's** CEO Milind Kangle.

Having gained OPTA regulatory approval, **Lycamobile** will utilise full MVNO technical architecture, including its own HLR (Home Location Register) that allows customers in the Netherlands to fully benefit from this technical development.

“This is a big win for **Vodafone**. **Lycamobile** has an extremely strong user base in the Netherlands and we look forward to working with **Lycamobile** to migrate that base, and to build further on their success to date.” comments Vodafone’s, General Manager Wholesale, Gary Bhomer.

To support the launch **Lycamobile** is investing five million Euros in a high-profile marketing programme comprising print, broadcast and online advertising, direct marketing as well as PR campaigns. All of these activities will be revolving around **Lycamobile**’s brand icon called ‘Globeman’, a sociable, culturally aware and empathetic figure.

Together with **Vodafone**, **Lycamobile** is committed to providing the highest call quality at all times. Vodafone will provide their high quality radio network and **Lycamobile** will use its established network of interconnect agreements with over 250 blue chip telecoms carriers worldwide together with a flexible Interconnect technology architecture based on the full MVNO model that enables it to route calls on the basis of best quality and lowest-cost.

The **Lycamobile** SIM cards and top-ups will be available from over 30,000 retail outlets, including Albert Heijn, Media Markt, Lekkerland, debitel, Jumbo Supermarkten, Shell and Esso.

Since its 2006 launch to the Dutch market, **Lycamobile** has opened its brand in Belgium, Norway, Sweden, Denmark, Switzerland and the UK It plans to launch in a further six markets throughout 2009.

**Vodafone Netherlands** has been successfully hosting MVNOs since 2006 when it developed a state of the art MVNO hosting platform, providing speed to market and value added features allowing MVNOs to truly differentiate themselves in the market.

**- ENDS -**

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**Editor's Notes:****About Lycamobile**

Lycamobile ([www.Lycamobile.com](http://www.Lycamobile.com)) is a prepaid SIM card product which provides low-cost, high-quality international calls direct from mobile phones. The brand was initially introduced in The Netherlands in 2006. Lycamobile is already distributed through a European network of over 300,000 key retail outlets. Present in seven markets, Lycamobile continues to grow rapidly, attracting three million customers, with further market launches planned throughout the remainder of 2009.

**About Vodafone Libertel B.V.**

Vodafone is one of the largest mobile communications companies in the Netherlands and is part of the Vodafone Group, the world's leading international communications group with equity interests in 27 countries across 5 continents and around 289 million proportionate customers at 31 December 2008, as well as more than 40 partner networks.