

## On mission to acquire 20 million customers by 2012



### FRANCE - THE ELEVENTH SUCCESSFUL MARKET LAUNCH

Lycamobile launches in France - its 11th Market launch in 5 years

The Lycamobile service will allow customers in France to benefit from high quality, low cost international and national calls directly from their mobile without having to enter long access or dialing codes.

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### LYCAMOBILE CELEBRATES WITH THE MAYOR OF LONDON BORIS JOHNSON

Lycamobile - celebrates its 5th Birthday with the help of Boris Johnson

I am very proud of the spectacular growth that Lycamobile has achieved in its first 5 years and honored that Boris Johnson, Mayor of London, is here today to help us celebrate this important milestone."

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### LYCAMOBILE EXPANDS INTO FINANCIAL SERVICES

Lycamobile launches their own Prepaid Debit Card – Lycamoney

As part of the initiative to expand our prepaid product range and increase the synergy between mobile and money, Lycamobile has launched a prepaid debit card into the UK market.

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### SPONSORSHIP OF PARTHIVA SURESHWARAN – FORMULA 2 RACING DRIVER

Lycamobile sponsors Formula 2 racing driver in a 3-year deal

Lycamobile has recently signed a deal to sponsor Formula 2 racing driver Parthiva Sureshwaren as part of a 3-year initiative.

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### SPEAKER OF THE HOUSE OF COMMONS, JOHN BERCOW PRESENTS THE LYCAMOBILE TIFFIN CUP

Lycamobile sponsors the 7th Annual Tiffin Cup

Milind Kangle confirmed the highlights of the evening in his speech, "The Lycamobile Tiffin Cup final was everything we had expected when we agreed to sponsor the event – great quality food from all the finalists, distinguished guests and a very deserving winner. Many congratulations to the Taj Mahal (Hastings and Rye) for their tremendous and well-earned victory.

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### LYCAMOBILE SPONSORS BRAZILICA FESTIVAL

Lycamobile sponsors the biggest Brazilian carnival in the country

The carnival celebration took place in Liverpool on 15th - 17th July. The 3-day festival was Liverpool's most exciting, exotic and vibrant spectacle with a Rio-style Brazilian samba carnival filled with life, music and dazzling costumes through the streets of Liverpool's city centre.

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### LYCAMOBILE SPONSORS ARABIC ARTS FESTIVAL

Lycamobile sponsors the Arabic Arts Festival in Liverpool

Milind Kangle, CEO, Lycamobile Ltd commented, "This event was a fantastic celebration of the Arabic culture and we were delighted to be part of it. The family day that we sponsored was a huge success and numerous members of our team were there to celebrate and offer advice to people who wish to call their friends and family at home without the worry of expensive phone bills."

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### LYCAMOBILE SPONSORS EYLEM AS AN AMBASSADOR FOR LYCAMOBILE

Lycamobile sponsors Eylem as the new face for Lycamobile's Turkish customers

Eylem will be an ambassador for Lycamobile and the new face of Lycamobile for the Turkish community in all the Lycamobile operating countries.

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### LYCAMOBILE WINS BUSINESS OF THE MONTH

Lycamobile voted Business of the Month by Avenewz Magazine

June 2011 – Lycamobile was voted 'Business of the Month' by Anewz Magazine in Perth, Australia and featured in a dedicated article in the same publication. Ms Gaurika Kohl, Marketing Manager for Lycamobile Australia gave an interview about Lycamobile's achievements over time throughout the world and specifically in Australia

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### LYCAMOBILE LAUNCHES TOGGLE TO AVOID EXPENSIVE ROAMING CHARGES

Lycamobile sponsors Eylem as the new face for Lycamobile's Turkish customers

toggle is an innovative new service which allows customers to avoid expensive voice and data roaming charges when they are travelling abroad in the toggle network.

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