



Press Statement

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LYCAMOBILE CHAIRMAN COLLECTS BEST OVERALL ENTERPRISE AWARD AS LYCAMOBILE IS HONOURED AT PRESTIGIOUS ASIAN ACHIEVERS AWARDS

Subaskaran Allirajah, Chairman of international mobile telecoms provider **Lycamobile**, picked up the award on behalf of **Lycamobile** for Best Overall Enterprise at the prestigious Asian Achievers Awards, held at Wembley Stadium last Thursday the 30th of September.

The Asian Achievers Awards is the most respected award ceremony in the Asian community and celebrates the best in Asian sport, business, and community achievements. The event held at Wembley Stadium attracted a host of celebrities including novelist Jeffery Archer, England Cricketer and Strictly Come Dancing Winner Mark Ramprakash, as well as Lord Tom McNally the Minister of State at the Ministry of Justice.

“I am delighted to accept this award on behalf of the **Lycamobile** and **Lycatel** group of companies. I am proud to serve the community and delighted that the hard work and effort that the **Lycamobile** and **Lycatel** team have made in growing the business has been recognised by the Asian Achievers Awards. I would like to take this opportunity to thank the organisers of the Asian Achievers Awards, my colleagues and also my family, without their support we would not have achieved this success,” commented Subas Allirajah, Chairman, **Lycamobile**

The Asian Achievers Awards supported the charity OXFAM this year and Subas and the **Lycamobile** team donated over £10,000 to Oxfam for their schools for India project.

Subas has over 15 years experience leading the prepaid telecommunications market where as a keen entrepreneur he has a proven track record of realising key opportunities to grow the **Lycatel** and **Lycamobile** brands.

Subas's knowledge, drive and determination have been instrumental in the success of the **Lycatel** and **Lycamobile** brands, driving Lycatel into the global market leadership position for the calling card industry and **Lycamobile** into the European market leading international prepaid mobile business.

Lycatel now enjoys operations in 15 global markets, has over 9 million customers and originates over 19 billion minutes of telecoms traffic per year.

Lycamobile launched in 2006 is now present in nine European markets, has over 6 million customers and is recognised as the leading international mobile provider for those that need to call family, friends and colleagues in international markets.

Lycamobile under Subas's leadership is on target to achieve its mission of acquiring 7 million customers in 2011 and has now set its sights on acquiring 20 million global subscribers by 2012.

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Notes to Editors

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About Lycamobile

Lycamobile (www.lycamobile.com) is a prepaid SIM card product that provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a European network of more than 300,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with 6 million customers across Europe. Present in nine markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010.

Picture Attached:

Subas Allirajah accepts his award from Group Captain Ian Tolfts of the Royal Air Force