



Press Statement

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1st October 2010

LYCAMOBILE LAUNCHES ITS INTERNATIONAL MOBILE SERVICES IN NINTH MARKET IN PARTNERSHIP WITH MOVISTAR SPAIN

INTERNATIONAL mobile telecoms provider **Lycamobile** today announced the launch of their ninth International MVNO in the Spanish market, in partnership with **movistar**.

Lycamobile, has increased its market launch momentum with its latest launch in Spain, in partnership with **movistar**, the leading mobile network operator in this market. Spain is the ninth market launch for **Lycamobile**, whose significant investment in its MVNO business model has provided the backbone to facilitate the speed and scale required to make **Lycamobile** the leading global prepaid international mobile provider.

As the existing European market-leading International MVNO with activations of over 6 million SIM's, **Lycamobile** are launching their Pay As You Go SIM card brand in Spain with market leading promotions for Spanish consumers such as a massive extra 50% credit with every Lycamobile top-up and Lycamobile to Lycamobile on net calls at 0 cents per minute.

“Our ninth launch firmly positions us as a Global leader in the International call market, creating the largest footprint globally in our sector. We hope that Spanish consumers will enjoy the **Lycamobile** affordable, high-quality mobile service that we strive to offer. We are now poised to accelerate on the momentum to expand the global footprint thanks to the over €100 million

investment made in people, process, technology and our brand. Our new mission is to acquire 20 million global customers by 2012,” commented Milind Kangle, CEO, **Lycamobile**.

The **Lycamobile** Pay As You Go SIM gives Spanish consumers the ability to make both affordable international and national calls of the highest quality at the lowest rates ever.

Using the **Lycamobile** SIM, customers can make high quality, low cost international calls directly from their mobile without entering access codes or PIN numbers, which makes calling abroad easier and more efficient.

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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.