



London, Spain 16<sup>th</sup> May 2012

## Lycamobile confirmed as the largest MVNO in Spain as its growth outpaces the competition.

**Lycamobile**, the global leader for low cost international mobile calls, officially affirms its position as the largest MVNO in Spain according to the annual figures declared by the Commission's Telecommunications Market (CMT). The National Regulatory Authority (NRA) of the telecommunications sector in Spain announced the 2011 results for operators in Spain in their Q4 annual report, confirming Lycamobile's position as the market leader with 18% of the MVNO market. Lycamobile has achieved this success in less than 2 years since launch driven by its strong brand, a compelling value proposition, high quality service and extensive retail distribution.

Lycamobile launched its Pay As You Go international calling SIM proposition in the Spanish market in 2010 and has since experienced growth of up to 800% capturing 640,000 customers during 2011. It is through Lycamobile's compelling offers that a broad range of international communities are able to stay in touch with their friends and family around the world.

Subaskaran Allirajah, Lycamobile Chairman commented, "As the world's global leader for low cost international mobile calls we are extremely pleased with the success we have achieved in Spain in just one year. We have made a strong start in a very competitive market and we now have over 301 employees throughout Spain with a distribution network



of over 200,000 outlets and service points. We look forward to continue to grow our business and welcome even more customers to the Lycamobile family in the near future”.

Milind Kangle, CEO of Lycamobile, added “To maintain its MVNO market leadership position in Spain Lycamobile will continue to invest in ensuring that customers stay in touch with their friends and family during these times of austerity. With Lycamobile Spain there is something for everyone, we offer reduced rates from 1¢ per minute to China, Turkey, Hong Kong, India, Singapore and Pakistan, to unlimited free calls from Lycamobile to Lycamobile and 50% extra free credit on each Top-up.”

Visit [www.lycamobile.es](http://www.lycamobile.es) for full terms and conditions

- End

### **About Lycamobile**

Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 8.0 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). Lycamobile is available through an extensive network of more than 500,000 retail outlets. The brand was initially introduced in 2006 and is already Europe’s largest pre-pay MVNO. Lycamobile continues to grow rapidly with further market launches planned throughout 2012.

[www.lyca-mobile.es](http://www.lyca-mobile.es)

### **Notes to Editor:**

1. **Anchor tags:** <a href="http://www.lycamobile.com.es">Lycamobile: free calls!</a>
2. **Contact person:** [pressoffice@lycamobile.com](mailto:pressoffice@lycamobile.com)

