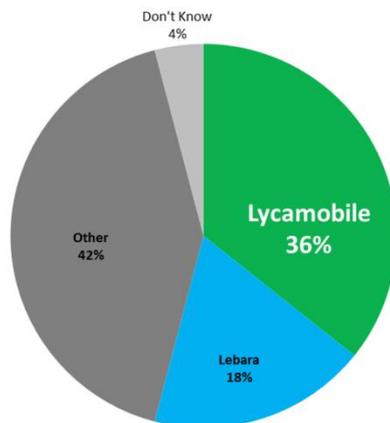


London, UK, 11<sup>th</sup> June 2012

## Lycamobile UK gets the larger piece of the international mobile calls pie.

### International Mobile Calls with a Separate Mobile Phone

Source: YouGov 2012



**Lycamobile**, the global leader for low cost international mobile calls, affirms its position as the most used MVNO in the UK leading the way in brand awareness and usage according to research. Sample research conducted by YouGov revealed Lycamobile as the number one consumer brand for international mobile calls across the globe. In the research study conducted for Lycamobile it was established that over 50% of respondents made international calls and in the category “International calls with a separate mobile phone” Lycamobile scored highest for awareness and usage.

The high level of awareness and usage which Lycamobile has achieved since launch in 2008 is driven by its strong brand, a compelling value proposition, high quality service and extensive retail distribution.



Subaskaran Allirajah, Lycamobile Chairman commented, “This is great news for Lycamobile and our customers. Coupled with the recent growth figures in Spain where Lycamobile is the number one MVNO this continues to consolidate our position as the global leader in low cost international mobile calls. Over the past 5 years the Lycamobile team have worked tremendously hard to launch into 14 countries and to be the dominant global MVNO player. We are extremely pleased with these findings and look forward to increasing our global footprint this year”.

Milind Kangle, CEO of Lycamobile, added “I am delighted with the initial results. The brand awareness and usage shows that every 4 seconds a new customer joins the Lycamobile family. This success we have had is down to the vision on our Chairman Subaskaran Allirajah and the hard work, commitment and enterprise of our 4000 employees in the UK and across the world. Lycamobile will continue to invest in high quality of service and value proposition ensuring that customers can stay in touch with their friends and family during these times of austerity.”

- 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.lycamobile.co.uk](http://www.lycamobile.co.uk)

### **Notes to Editor:**

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

