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Lyca embarks on huge Dutch port

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Lycamobile begins task of porting 1.3 million customers from T-Mobile to Vodafone in the Netherlands

Ethnic market MVNO Lycamobile has embarked upon an unprecedented customer porting process as its new Vodafone Netherlands MVNO business launches, and supercedes its long-standing T-Mobile relationship in the market.

Lycamobile is now offering Vodafone-backed prepay SIM cards to the Dutch market from 30,000 retail outlets. It is combining the new availability with a siezable channel marketing and brand advertising campaign, featuring its signature 'Globeman' figure. It is also to launch a range of promotional offers to draw existing and new customers to its Vodafone venture. It has pledged €5 million to launch the new partnership.

Lycamobile has 1.3 million customers in the Dutch market, where it launched in 2006. All are currently with its T-Mobile MVNO. Lycamobile signed a new MVNO deal with Vodafone in April, and the T-Mobile arrangement will be run down in the next few months, Mobile News understands.

Vodafone has granted Lycamobile fuller MVNO terms, allowing it clearer sight of the prepay business it brings.

It is also understood to have facilitated a simpler porting process, enabling existing customers to opt-in to port their numbers from the original T-Mobile MVNO to the new Vodafone version.

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