



Press Release

UNDER EMBARGO UNTIL 22 SEPTEMBER 2008

LYCAMOBILE LAUNCHES LOW-COST PAY AS YOU GO SIM CARD IN UK

INTERNATIONAL mobile telecoms provider **Lycamobile** has announced the launch of its Pay As You Go SIM card and low-cost, high-quality mobile service in the UK. The prepaid cards will be available from over 85,000 retail outlets.

“Following the success of Lycamobile in six European countries, we are delighted to launch the brand in the UK. We aim to acquire one million subscribers within 12 months. Our customer promise is to deliver high quality as well as low-cost products and services,” said Subaskaran Allirajah, Chairman, **Lycamobile**.

“We want to be a benchmark MVNO not only in the UK but also globally. We aim to capture 65 per cent of the UK’s estimated 10 million mobile subscriber-base for overseas calls,” added Milind Kangle, CEO, **Lycamobile**.

Lycamobile is investing £10 million to support the launch of its UK Pay As You Go SIM card. A comprehensive advertising, marketing and PR campaign based around ‘Globeman’, a sociable, culturally aware, empathetic figure, will target both mainstream and ethnic audiences through broadcast, print and online media.

The MVNO is committed to providing the highest call quality at all times. **Lycamobile** is using Lycatel’s established network of interconnect agreements with over 200 blue chip telecoms carriers worldwide and a flexible interconnect technology architecture that enables it to route calls on the basis of best quality and lowest-cost.

International calls will cost from as little as 4p per minute, with national calls from 8p per minute. On-net Lycamobile to Lycamobile calls will effectively cost 0.5p for up to 30 minutes. Free extra credit is being offered to consumers on top-up.

Since 2006, **Lycamobile** has launched its prepaid SIM business in The Netherlands, Belgium, Norway, Sweden, Denmark and Switzerland where it has already acquired almost two million subscribers. It plans to launch in a further six markets throughout 2008/2009.

- ENDS -

Notes to Editors

Lycamobile Promotional Rates:

- On-net Lycamobile to Lycamobile 0p per minute (one off connection charge of 15p, 30 minute talk time per call, thereafter national rate of 9p applies). Subject to fair usage policy of 3000 minutes per month. **Effective rate is 0.5p per minute.**
- Free credit available on top-up - £1 Free on £5 top-up, £2.50 Free on £10 and £6 Free on £20.
- Promotions will be introduced on a regular basis – visit www.lycamobile.co.uk for latest rates and offers.

Media contacts

Katharina Winkler
Ogilvy Public Relations Worldwide
Tel: 0207 309 1027
Email: katharina.winkler@uk.ogilvypr.com

Clare Gibbins
Ogilvy Public Relations Worldwide
Tel: 0207 309 1037
Email: clare.gibbins@uk.ogilvypr.com

About Lycamobile

Lycamobile (www.lycamobile.co.uk) is a prepaid SIM card product which provides low-cost, high-quality international calls direct from mobile phones. The brand was initially introduced in The Netherlands in 2006. Lycamobile is already distributed through a UK network of over 85,000 key retail outlets. Present in six markets, Lycamobile continues to grow rapidly, attracting almost two million customers, with further market launches planned throughout the remainder of 2008/2009 commencing with the UK in 2008.