



Press Release

UNDER EMBARGO UNTIL 22 SEPTEMBER 2008

OGILVY SHAKES HANDS WITH LYCAMOBILE ON UK PRODUCT LAUNCH BRIEF

INTERNATIONAL mobile telecoms provider **Lycamobile** has appointed Ogilvy Group UK for the UK launch of its Pay As You Go SIM card and low-cost, high-quality calling service in a bid to stir up the international mobile virtual networks market worth an estimated £1 billion per annum in this country alone.

Ogilvy Group UK will handle all UK product launch activities commencing 22 September in a fully integrated 360 degree marketing campaign. Ogilvy won the brief following a three-way pitch involving two other UK agencies.

"We are delighted to announce the appointment of Ogilvy as our chosen communications agency. We are impressed with Ogilvy's integrated approach to marketing communications and its retail focus, we are confident that its creative vision and the chosen launch strategy will position Lycamobile as the international mobile proposition of choice for our loyal customer base," comments **Lycamobile's** Marketing Director, Rob Beswick

With a £10 million launch marketing spend, the **Lycamobile** national advertising campaign will include 30" TV and 30" radio ads and press advertising in the national, regional and ethnic media. The out-of-home advertising will include national roadside, London Underground 48 sheets, 6 sheets, tube panels and bus supersides as well as streetliners. Campaign activity will also include online elements such as web design and banners.

"The campaign centres around a universal brand icon. It allows us to take the work into global markets, crossing both cultures and language groups with a single message. We'll be developing the character online and also creating a better web experience," says Stuart Seager, regional account director, Ogilvy Group UK.

"The forthcoming product launch will entail comprehensive PR campaigns targeted at a wide range of UK consumer groups, ranging from ethnic minorities to expats and immigrants, all of whom are

keen to stay in touch with loved ones living abroad via an affordable and reliable calling service like **Lycamobile**,” says Ogilvy’s account director Clare Gibbins.

Lycamobile, with almost two million existing mobile subscribers has previously rolled out the easy-to-use SIM card in seven markets including the Netherlands, Belgium, Norway, Sweden, Denmark and Switzerland. The fast-growing company will introduce the brand globally.

“Our mission is to become the world’s market leading mobile virtual network provider acquiring over seven million subscribers within five years. Well-placed PR and advertising campaigns will play a key role to achieve this goal and strengthen our growth strategies within this booming telecoms sector,” adds Beswick.

- 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.

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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.

About Ogilvy Group UK

Ogilvy Group UK (www.ogilvy.co.uk) represents the aggregated capabilities of 13 operating companies across the total spectrum of brand communications. With approximately 1,300 employees, it is the largest UK employer in the sector.

Each group company maintains its own client base and strives for best-in-class excellence in its own discipline, but it is the group's shared philosophy, tools and working practices that truly set it apart from other so-called "integrated" offerings.

Ogilvy's 360 Degree Branding approach focuses any required combination of the group's companies totally on the brand and its needs, avoiding any bias towards a particular channel. Bespoke brand teams can be set up depending on the individual needs and priorities of each client.

A principal feature of the group's approach to solving brand problems is a method of running workshops that bring together all the brand stakeholders for a moderated session to identify brand opportunities, challenges and solutions from a channel-neutral perspective. Disciplines housed within the Ogilvy Group UK include advertising, direct marketing/CRM, public relations, sales promotion/brand activation, design, interactive, business-to-business, internal communications, healthcare, digital media and associated state-of-the-art studio and creative services operations.