



## Press Release

17<sup>th</sup> June 2009

# LYCAMOBILE LAUNCHES LOW-COST INTERNATIONAL PAY AS YOU GO SIM CARD IN ITALY

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 partnership with **3 Italia** in Italy. The prepaid SIM cards and top-up will be available from over 65,000 retail outlets from the 15<sup>th</sup> of June.

“Following the success of Lycamobile in seven European countries, we are delighted to welcome our Italian customers to the Lycamobile family of over four million subscribers. Our customer promise is to deliver high quality international products and services. This milestone marks yet one more step towards expanding the Lycamobile footprint globally.” said Subaskaran Allirajah, Chairman, **Lycamobile**.

“We remain on mission to be the market leading International MVNO creating a benchmark business model not only in Italy but also globally. We are committed to supporting our extensive network of European channel partners who are enjoying prosperous business relationships with Lycamobile and we look forward to forging new relationships in Italy. Our brand remains true to the core principles of delivering our customers high quality international calling at the most affordable prices,” added Milind Kangle, CEO, **Lycamobile**.

“We are very proud to cooperate with Lycamobile. The partnership proves the highest level of service delivered by **3 Italia** network and the innovativeness of its MVNO business model,” said Alberto Silva, Strategy and Wholesales Director, **3 Italia**.

**Lycamobile** is investing in comprehensive channel marketing support for the launch of its Italian 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 point of sale, broadcast, print and online media.

The MVNO is committed to providing the highest call quality at all times. **Lycamobile** will use its established network of interconnect agreements with over 250 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 9 cents per minute, with national calls from 15 cents per minute. Lycamobile are launching with a fantastic Free SMS to anywhere in the world promotion, which runs until the 31<sup>st</sup> of July 2009.

On-net Lycamobile to Lycamobile calls are free for the first 15 minutes talk time. 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, Switzerland and the UK where it has already acquired almost four million subscribers. It plans to launch in further markets throughout 2009.

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#### **Notes to Editors**

Lycamobile Promotional Rates:

- On-net Lycamobile to Lycamobile 0 cents per minute for 15 minute talk time per call, thereafter national rate of 10 cents per minute applies. Subject to fair usage policy of 1000 minutes per month offer valid until the 31<sup>st</sup> of July 2009.
- Free SMS to Anywhere in the World, fair usage policy of 500 SMS per month applies, thereafter SMS rate of 15 cents is applicable. Promotion valid until the 31<sup>st</sup> of July 2009.
- Free credit available on top-up €1 Free on €5 top-up, €2.50 Free on €10 and €6 Free on €20 and €10 on €30 Top-up offer valid until the 31<sup>st</sup> of July 2009.
- Promotions will be introduced on a regular basis – visit [www.lycamobile.it](http://www.lycamobile.it) for latest rates and offers.

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### **About Lycamobile**

Lycamobile ([www.lycamobile.com](http://www.lycamobile.com)) 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 an Italian network of over 65,000 key retail outlets. Present in seven markets, Lycamobile continues to grow rapidly, attracting almost four million customers, with further market launches planned throughout the remainder of 2009.

### **About 3 Italia**

3 Italia ([www.tre.it](http://www.tre.it)) operates as a mobile media company that offers media services, information, and telephony services enabling live video calls, multimedia content, TV, internet and entertainment in Italy. 3 Italia is member of the Hutchison Whampoa, Ltd. (HWL) group, a Fortune 500 company and one of the largest companies listed on the Hong Kong Stock Exchange.

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