



Press Release

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LYCAMOBILE CELEBRATES ITS 5TH BIRTHDAY

Lycamobile, the largest global provider of low cost international mobile calls to immigrant communities, today celebrates its 5th birthday with Boris Johnson, Mayor of London

Lycamobile launched in July 2006 and has expanded its service to 14 countries by the summer of 2011. **Lycamobile** is headquartered in London Docklands from where a staff of 600 supports the global operations. Subaskaran Allirajah, **Chairman** of Lycamobile, and himself an immigrant to the UK in 2000 commented, "The UK, and particularly London, with its many diverse communities and global vision, is the natural location for **Lycamobile's** head office. I am very proud of the spectacular growth that Lycamobile has achieved in its first 5 years and honoured that Boris Johnson, Mayor of London, is here today to help us celebrate this important milestone"

Lycamobile has sustained its growth by continually investing in people, process, technology and brand to deliver superior quality services to its customers. "Our

Lycamobile service in 14 countries creates a significant distance between us and our nearest competitors which will only grow as we accelerate our momentum in the coming months. We are delighted to welcome all communities to the Lycamobile family and are committed to deliver a high quality service which will enable our customers to stay in touch with friends and family worldwide at the most affordable prices,” commented Milind Kangle, CEO, **Lycamobile**.

The Mayor of London, Boris Johnson, added “I am delighted to be here today to help celebrate Lycamobile’s fifth anniversary. This young company, with its headquarters in the heart of Docklands, is just like the capital's economy – international, dynamic, successful and growing. I wish it every success in the years to come.’

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Editor’s Notes:

About Lycamobile

Lycamobile (www.lycamobile.co.uk) is a prepaid mobile SIM card that provides low-cost, high-quality international and national calls to over 6.5 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). Lycamobile is already distributed through a European network of more than 500,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe’s largest pre-pay MVNO. Lycamobile continues to grow rapidly with further market launches planned throughout 2011 and 2012.