



## Press Statement

For general distribution

July 2010

# ***LYCAMOBILE LAUNCHES INTERNATIONAL MOBILE SERVICES WITH TDC DENMARK***

INTERNATIONAL mobile telecoms provider **Lycamobile** and TDC A/S today announced the launch of their International MVNO partnership in the Danish market.

**Lycamobile**, the international mobile telecoms provider, has signed with TDC A/S, the leading mobile network operator in Denmark, as the latest MVNO partner in a bid to significantly grow its already highly successful Pay As You Go SIM card business in the Scandinavian market.

As the existing European market-leading International MVNO with activations of over 6 million SIM's, **Lycamobile** are launching their Pay As You Go SIM card brand in Denmark with market leading promotions for Danish consumers such as a massive extra 50% credit with every Lycamobile top-up.

“We are delighted to announce the signing of our latest MVNO deal with TDC. Denmark is an exciting market for **Lycamobile**. Danish consumers can now enjoy the **Lycamobile** affordable, high-quality mobile service. With a new customer joining the **Lycamobile** family every five seconds we remain well placed to achieve our mission of acquiring 7 million customers in 2011,” commented Milind Kangle, CEO, **Lycamobile**.

The **Lycamobile** Pay As You Go SIM gives Danish consumers the ability to make both affordable international and national calls of the highest quality at the lowest rates ever.

"TDC is delighted to have signed this deal and look forward to support **Lycamobile** in providing its services to the Danish Ethnic market. By this cooperation TDC indirectly gets a stronger arm into this segment that the Lycamobile brand is well known to reach," commented Ole Hvelplund, Vice President Wholesale, TDC A/S

Using the **Lycamobile** SIM, customers can make high quality, low cost international calls directly from their mobile without entering access codes or PIN numbers, which makes calling abroad easier and more efficient.

Together with TDC, **Lycamobile** is committed to providing the highest call quality at all times. TDC will provide their high quality radio network and **Lycamobile** will use its established network of interconnect agreements with over 250 blue chip telecoms carriers worldwide together with a flexible Interconnect technology architecture based on the full MVNO model that enables it to route calls on the basis of best quality and lowest-cost.

**- ENDS -**

#### **Notes to Editors**

#### **Media contacts**

Robert Beswick  
Marketing Director  
Lycamobile  
Tel : +44 (0) 7590 323 412  
Email : [rbeswick@lycamobile.com](mailto:rbeswick@lycamobile.com)

#### **About Lycamobile**

Lycamobile ([www.lycamobile.com](http://www.lycamobile.com)) is a prepaid SIM card product that provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a European network of more than 300,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with 6 million customers across Europe. Present in eight markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010.

#### **About TDC**

TDC ([www.TDC.com](http://www.TDC.com)) is the leading provider of communications solutions in Denmark and a strong player in the Nordic business market. We have developed from a traditional provider of landline and mobile services into a provider of modern communications solutions. In all key markets in Denmark, we will continue to be the clear front-runner, and it is our goal to be the most efficient telecom operator in the Nordic region, providing the best coherent services on all terminals and networks, anytime, anywhere.