



Press Release

1<sup>st</sup> July 2011

For General Distribution

# LYCAMOBILE LAUNCHES ITS INTERNATIONAL MOBILE SERVICES IN FRANCE – THE 11<sup>th</sup> SUCCESSFUL MARKET LAUNCH

Lycamobile, the largest global MVNO, is pleased to announce that it has launched its international mobile service in France. Lycamobile has over 6.5 million global customers across 11 countries and the French market represents a key strategic territory to significantly increase its global reach.

“I am pleased that our long term strategy of sustained investment of €150 million in people, process, technology and brand over the past decade is delivering superior quality services to our customers,” commented Subaskaran Allirajah, **Chairman** of Lycamobile.

Lycamobile are launching their Pay As You Go SIM in France with a compelling customer promotion – 600 FREE minutes when you top-up €30 (Free minutes can be

used for international landlines, national landlines and on net calls). **Lycamobile's** international rates start from 1ct/min with a 9ct per call connection charge, **Lycamobile** also offers great value national rates at 5ct/min to landlines and 12ct/min to mobile with no connection charge.

“Our 11<sup>th</sup> launch 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 French customers 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 **Lycamobile** Pay As You Go SIM gives French consumers the ability to make international and national calls of the highest quality at the lowest rates directly from their mobile without the need to enter access codes or PIN numbers. Additionally **Lycamobile** provides a comprehensive range of value added services including data, USSD top-up and multi-party conference calling,

**Media contacts:**

**Chris Liveing**

Marketing Director

Lycamobile

Tel: +44 (0) 207 536 6568

Email: [chris.liveing@lycamobile.com](mailto:chris.liveing@lycamobile.com)

**Editor's Notes:**

**About Lycamobile**

Lycamobile ([www.lycamobile.co.uk](http://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.