



Press Release

UNDER EMBARGO UNTIL 22 SEPTEMBER 2008

OGILVY PR SHAKES HANDS WITH LYCAMOBILE ON LAUNCH OF LOW-COST PAY AS YOU GO SIM CARD IN UK

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 mobile service in a bid to stir up the international mobile virtual networks market worth an estimated £1 billion per annum in this country alone.

Working as part of a 360 team within Ogilvy Group UK, the London-based PR division will handle all UK launch communications, which also include the introduction of a global brand icon, as well as ongoing corporate and consumer media campaigns. Ogilvy Group UK won the brief following a three-way pitch involving two other UK agencies.

"The product launch will entail comprehensive campaigns targeted at a wide range of UK consumer groups, ranging from ethnic communities 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 PR's account director Clare Gibbins.

"The Globeman icon will be central to our PR, marketing and advertising campaigns world wide. We wanted to create an instantly recognisable character that would appeal to our customers regardless of their cultural background or where in the world they are from. Globeman achieves this objective and communicates our core proposition of *Call the world for less*. He is a sociable, warm and helpful character that is knowledgeable, tech savvy and knows the value of a good deal. We believe he is a figure that our customers will connect with and remember, and will help Lycamobile to build a trusted brand" said Jill Styring, Head of Marketing Communications, **Lycamobile**.

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 global market leading international mobile virtual network provider acquiring over seven million subscribers by 2011. 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 Styring.

- ENDS -

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Editor's Notes:

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.

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 Public Relations Worldwide

Ogilvy Public Relations Worldwide (www.ogilvypr.com) is an integrated global marketing communications firm, with offices in more than 60 cities around the world. In its 27th year, Ogilvy PR provides strategic public relations counsel to a variety of clients across its consumer marketing, corporate, healthcare, technology, public affairs, social marketing and entertainment practices. The agency also offers

biotechnology and government affairs expertise through its subsidiaries Feinstein Kean Healthcare and Ogilvy Government Relations, respectively. Ogilvy PR is part of the WPP Group, one of the world's largest communications services organizations (NASDAQ: WPPGY, www.wpp.com).

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.