



Press Release

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For general distribution

Lyca appoints Ward as CFO

Lycamobile brings in Peter Ward to lead the financial management of the company brand

Ethnic MVNO Lycamobile has appointed Peter Ward to the position of chief financial officer.

Ward will be responsible for leading the financial management of the Lycamobile brand including spearheading mergers and acquisitions, cost and financial management, corporate governance and leading MVNO contract negotiations.

He joins the company from Tesco where he held the positions of commercial financial director for petrol/energy and also telecoms financial director in conjunction with the category director for branded telecoms. Prior to this he was financial director for Tesco Mobile from its inception. Ward also held the position of group financial controller at O2 before joining the retailer.

Lycamobile chief executive officer Milind Kangle said: "Peter's addition to the leadership team will accelerate Lycamobile's momentum to the global leader in the international calling mobile business. We will continue to make the right investments in people to ensure that Lycamobile continues to benefit from industry best practices and achieve its mission of being a benchmark MVNO business model."

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Notes to Editors:

Media contacts

Laura Loades
Marketing
Tel: 0207 536 6450
Email: laura.loades@lycatel.com

About Lycamobile

Lycamobile (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 commencing with the Italy in June 2009.