



Press Release

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LYCAMOBILE SIGNS ROAMING AGREEMENT WITH O2

- Multi million pound agreement signed

- Partnership with O2 UK planned for kick off Quarter 4 2009.

INTERNATIONAL mobile telecoms provider **Lycamobile** and O2 today announced their recently signed roaming agreement for the UK market.

Lycamobile, the international mobile telecoms provider, has signed with O2 as their latest network partner in a bid to significantly grow its already highly successful Pay As You Go SIM card business in the UK. As the existing market-leading International UK MVNO with activations of over 1.2 million SIM's, **Lycamobile** are planning to launch their Pay As You Go SIM card brand with O2 in the final quarter of this year.

The International market is one of the fastest growing in the UK, with around 11 per cent of the population now of non-British origin. Lycamobile is the UK's biggest provider with a large share of this market supplying voice and text services in the UK and competitive call prices to popular countries like India, Poland, Nigeria, Pakistan and Bangladesh.

"We are delighted to announce the signing of this deal with O2. They have demonstrated a dedicated approach to this partnership and our deal will accelerate the success that the **Lycamobile** brand has already had in the UK. Thanks to the technical architecture **Lycamobile** has developed, we will be providing an enhanced low-cost, high-quality mobile service to our UK customers," commented Milind Kangle, Chief Executive Officer, **Lycamobile**.

Ben Dowd, O2 Business Sales Director, said: "This deal with **Lycamobile** offers us an exciting opportunity to work in a key growth market with the UK's leading International MVNO partner."

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Editor's Notes:**About Lycamobile**

Lycamobile (www.lycamobile.co.uk) is a prepaid SIM card product that provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a UK network of more than 115,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with four million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009.

About O2

- Telefónica O2 UK Limited is a leading communications company for consumers and businesses in the UK, with 20.7 million mobile customers and 457,000 fixed broadband customers as at 30 June 2009.
- Telefónica O2 UK Limited is part of Telefónica Europe plc which is a business division of Telefónica S.A. and which owns O2 in the UK, Ireland, Slovakia, Germany and the Czech Republic, and has 46 million customers.
- In 2006 Telefónica Europe acquired Be*, the UK fixed broadband provider, and in October 2007 O2 launched its broadband service using the Be* network.
- O2 is the naming rights partner of The O2, the world-class entertainment venue.
- O2 was ranked highest in customer satisfaction for both UK mobile and fixed broadband customers according to the J.D. Power and Associates UK Mobile and Fixed Broadband Studies 2009..
- In February 2009 O2 became the first UK mobile operator to be officially certified with the Carbon Trust Standard in recognition of O2's commitment to reduce its carbon footprint and the 15% reduction in energy consumption achieved over the past three years.
- O2 was launched on 1 May 2002 and now has more customers than any other UK mobile network.
- O2's UK mobile network covers 99% of the UK's population. O2's 3G network covers over 80% of the UK population and is fully HSDPA-enabled, providing speeds of up to 3.6 Mbps for customers with an HSDPA-enabled device.
- Telefónica Europe also owns 50% of the Tesco Mobile and Tchibo Mobilfunk joint venture businesses in the UK and Germany.
- For further press information about O2 go to <http://mediacentre.o2.co.uk>