



Press Statement

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LYCAMOBILE ENHANCES MVNO DEAL WITH O2

International mobile telecoms provider **Lycamobile** today announced that it has successfully signed up Nomi mobile, who previously operated on the Vodafone network.

As a result Lycamobile's MVNO partnership with O2 will be further enhanced over the coming months as they look to launch further MVNO brands on the network. **Lycamobile** will also work in conjunction with leading MVNE technology provider Plintron.

Lycamobile has invested over £200 million in the development of its full MVNO status over the last five years, providing a solid aggregator platform that can lower the barriers for entry for brands looking to realise incremental revenue by providing bespoke targeted mobile services for their customer bases.

"Consistent with our mission of building a benchmark business model in the MVNO sector I am delighted that through our MVNO partnership with O2 we are now positioned to offer aggregator services to brands that wish to provide profitable mobile services to their customer bases. The development of our pan European full MVNO model can be leveraged by brands that wish to brand extend into the mobile space, but do not wish to be encumbered with the huge investments in time, people, process, technology and operational costs that are required to build a full MVNO business. By investing in the resources to manage the complexities of regulation, supply chain management, logistics and product lifecycle management we have significantly

lowered the barriers for entry for big retail brands, allowing them launch pan European mobile services whilst remaining focused on their core competitive advantages of brand management, marketing and sales,” commented **Milind Kangle, CEO, Lycamobile**.

Lycamobile’s end-to-end fully hosted solutions, incorporating regulatory expertise, SIM card production, number ranges, supply chain management, service definition and product lifecycle management expertise will utilise the Plintron best of breed MVNE technical solutions, enabling MVNO’s to launch within 2 to 5 weeks of contract signature.

Ben Dowd, O2’s Business Sales Director, commented: “I am delighted to be extending our commercial relationship with Lycamobile, which will allow us to pursue new MVNO business. O2 is the obvious home for MVNOs that want to become really successful, and we’re taking our time to build strong relationships with some of the largest and most interesting parties.”

Plintron provides fully scalable MVNE solutions incorporating a network of over 25 tier 1 mobile network operator interconnects, over 300 telecom network carriers for termination of voice and experience in enabling over 250,000 points of sale throughout Europe. Plintron’s independent switch SMSC platforms and full MVNO architecture offer partners a multitude of capabilities, including HLR capabilities, a full media platform (IVR, Data and MMS), Prepaid Mobile SCP with IN capabilities, 20 language voicemail platform, least cost routing, Full USSD functionality, and multilingual customer care, channel management and electronic top-up integration. Plintron have seamlessly interconnected with over 11 major Mobile Network Operators to date.

“Nomi Mobile took a strategic decision to partner with **Plintron** and utilise its MVNA aggregation capabilities for various reasons. Firstly, the Service Provider Model that our previous MNO allowed us restricted our ability to react in the market as quickly as we wanted. Secondly, we knew that by partnering with Plintron we would be able to very quickly scale our operations into other European markets offering innovative product differentiators, without huge capital expenditure. We are delighted with the results from our relationship with Plintron and recommend their end to end service proposition,” commented **Stuart Eve, CEO, Nomi Mobile**

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Notes to Editors

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About Lycamobile

Lycamobile (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 is already Europe's largest pre-pay MVNO with 6 million customers across Europe. Present in nine markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010.

About Plintron

Plintron (www.plintron.com) provides fully scalable MVNE solutions incorporating a network of over 25 tier 1 mobile network operator interconnects, over 300 telecom network carriers for termination of voice and experience in enabling over 250,000 points of sale throughout Europe. Plintron's independent switch SMSC platforms and full MVNO architecture offer partners a multitude of capabilities, including HLR capabilities, a full media platform (IVR, Data and MMS), Prepaid Mobile SCP with IN capabilities, 20 language voicemail platform, least cost routing, Full USSD functionality, and multilingual customer care, channel management and electronic top-up integration. Plintron have seamlessly interconnected with over 11 major Mobile Network Operators to date.