



PRESS RELEASE

Global Market Leader Lebara Mobile launches in Germany

High-quality low-cost international calling MVNO created in agreement with T-Mobile.

Düsseldorf/London, 14 January 2010. Lebara Mobile, the global market leader in providing high quality low-cost international mobile services, today announced the creation of an MVNO in an agreement with the leading German mobile network and the launch of its award-winning Prepaid SIM card into the German market. With group revenues of €371m and with over 2.5 million active mobile customers worldwide Lebara has extended its footprint into Germany with immediate effect.

With Lebara's prepaid SIM card international calls start from 4 cents per minute, while national calls are 15 cents per minute. Customers can send texts worldwide for 15 cents. To celebrate the launch, customers in Germany will receive an extra 50 percent credit free on all top-ups for a limited time. Lebara's award winning proposition will appeal to customers who frequently make international calls, and especially to international communities who live in Germany and need to maintain close links to their family and friends back home in other countries flexibly. Lebara ensures the best call quality and reliability on international calls by working with over 70 international telecommunications carriers. This



focus on quality is ensured for calls made within Germany via the country's premium mobile network giving Lebara customers virtually full-territory network coverage on one of the world's most modern GSM networks.

The first 15 minutes of all calls made between Lebara Mobile customers within Germany are set at 0 cents per minute: the only charge is the standard 19 cents connection fee. Similarly, the first 15 minutes of calls to Lebara's Multilingual Customer Services only bear the 19 cent connection fee.

"The German market is strategically important to Lebara," says the company's CEO Yoganathan Ratheesan. "Not only is it Europe's biggest market but it continues to demonstrate organic growth. Despite a busy competitive environment we believe that our segment of the market remains underserved and we are confident we can replicate the success we have demonstrated in other European territories. Our strategy is to use our unique distribution model to make our services available across the whole of Germany and to target multicultural communities who call internationally"

High quality calls, low-cost rates and ease of use make the new Prepaid SIM card from Lebara Mobile appealing to all customers who frequently make international calls, especially those members of international communities who keep in contact with family and friends back home. The new SIM card can be used in all standard mobile phones and the company does not charge customers to keep their existing mobile phone numbers when they switch to Lebara. To celebrate the launch of Lebara



Mobile in Germany customers who top up their SIM cards will receive additional free credit of 50 percent of their recharging amount.

Extensive sales network and high level of service

Lebara Mobile sells its prepaid SIM cards and top-ups via a variety of channels including established distribution partners from retail and wholesale. Furthermore, Lebara SIM cards will be available at numerous independent retail stores, kiosks and soon also via its website www.lebara-mobile.de. Topping up can also be easily done on the website. In addition, mobile phone customers can top up by purchasing cash cards and at e-terminals at more than 23.000 points of sale all over Germany including well-known petrol forecourts. Lebara Mobile provides customer services specially devised for its target groups. It is available from 9 am to 9 pm, seven days a week with operators who speak a number of languages including German, English, Turkish and Polish.

About Lebara Mobile

Lebara Mobile's vision is to be the leader in providing low-cost, high quality international mobile services. Lebara Mobile was founded in 2001 as part of the Lebara Group. In the UK, Lebara was ranked as the UK's fourth fastest growing private company in the Sunday Times 'Fast Track 100 listing' in 2006, was voted Best Newcomer at the Mobile Industry Awards in 2008, and was recently recognised as delivering the Most Innovative Service at the 2009 Mobile News Awards. Other awards include the 'Most Recommended Mobile Provider' status by the leading Swiss online comparison portal Comparis.ch



Overview of Top 10 Lebara tariffs:

<i>In cents/minute</i>	Fixed	Mobile
Bosnia Herzegovina	19	35
China	3,9	3,9
India	5	9
Croatia	7	27
Morocco	14	25
Nigeria	10	19
Poland	4	19
Russia	7	7
Turkey	5	15
Ukraine	8	18

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