



LEBARA

**BRAND LICENCE
PARTNER PROGRAM**



Contents



- 1** A perfect match
- 2** Everything you need
- 3** Your head start
- 4** You're on your way
- 5** Get set for success
- 6** Add your flag





A perfect match

Partnering with Lebara

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Partnering with Lebara

- ○ If you are interested in launching an MVNO, but need a brand and partner that has the ability and experience to help you succeed, then this program has been designed with you in mind.

Partnering with Lebara is a unique opportunity to give your business a dominant head start. We are here to help you beat your competition.

Partnering with Lebara

The Lebara brand is synonymous with quality and value. We have the deep operational expertise required to create, grow and operate successful MVNO businesses. We then work with our partners around the world to help them replicate that success.

Whether you are an entrepreneur looking to challenge the status quo, or an MNO seeking a B-brand, we are here to help you drive accelerated growth, and continued success in your chosen market.





Everything you need

Suite of Capabilities



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What we provide

→ Our Sales and Marketing Enablement Program sits at the heart of the Lebara Brand Licence Partner Program. We give our partners the tools and resources they need to succeed, helping them to create a dynamic, market-specific, executable plan for their business.

- Global brand and trademarks delivering instant reach, awareness and credibility
- Sales and Marketing Enablement Program
- Launch management experts
- Business and financial planning and budget setting
- Wholesale MNO planning and contracting
- Product and service design
- Technology platform selection and integration
- Branding and associated assets
- Customer service strategy and implementation
- HR, hiring and training

What we provide

We understand that every business is different, with differing capabilities and resources. Our partners have the flexibility to choose from a range of solutions to develop a highly targeted program that perfectly fits their needs.

By collaborating closely with our partners, we build customised strategies focused on driving customer growth, enhancing brand awareness, and delivering commercial success.





Your head start

The benefits

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The benefits

→ The Lebara Brand Licence Partner Program offers businesses the chance to accelerate their growth by leveraging the strength of the Lebara brand and our vast expertise in the telecom industry.

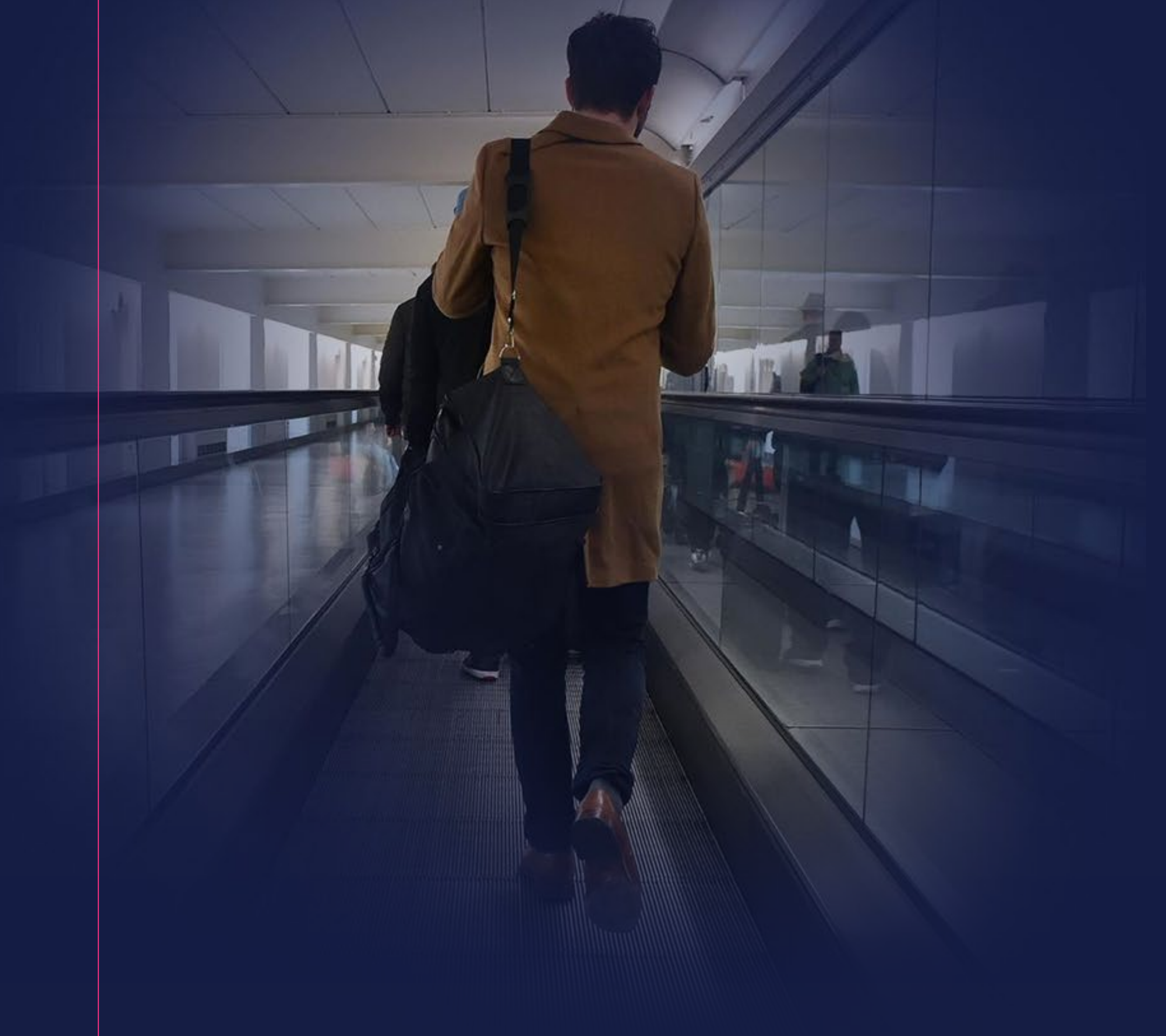
Our flexible and tailored partnership model helps businesses expand their reach, enhance their service offering, and deliver customer-focused solutions, all while collaborating with a trusted and experienced global telecom leader.

The benefits

Don't start at zero, leverage our 23 years of experience operating one of the world's most successful MVNO businesses.

- Supercharge international brand recognition as part of the growing Lebara family of operators
- Reduce time to launch
- Simplify hiring and organisational set up
- Reduce operating risk
- Maximise net adds and long-term EBIT
- Reduce overall investment
- Leverage a proven brand
- Increase your chance of success





You're on your way

What's involved



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What's **involved**

Launching an MVNO from scratch is a complex journey.

We understand the challenges our partners face at every stage, from planning through to operation.

At Lebara, we are dedicated to guiding our partners throughout this process. Our comprehensive suite of capabilities provides the support and resources needed for a seamless transition from pre-launch to operational execution. By collaborating closely with our partners, we offer expert guidance to navigate market entry challenges, empowering them to build a successful and sustainable MVNO that meets their business goals and the needs of their customers.



What's *involved*

01

**Pre-launch
activities**

02

**Sales and marketing
enablement**

03

**Launch
management**

04

**Test and
build**

05

**Configure and
deliver**

06

**Operate
and run**



Get set for success

What's involved

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Creating value

→ MVNOs can be very profitable investments, with numerous high-profile exits demonstrating that a well-run MVNO can provide an excellent return for both entrepreneurs and investors. Conversely, the number of failed MVNOs demonstrates that attractive returns are in no way guaranteed. We put the right foundations in place to ensure you build value in your business, setting you up for success.

Creating value

- Wholesale negotiations can be very one-sided, it is essential to get this right as it forms the foundation of your commercial success.
- Technology selection is vital but can be complex and hard to navigate. This is critical and is the foundation for providing an exceptional customer experience.
- Building a successful brand can be difficult, risky and incredibly expensive. A strong brand attracts customers and is the lens through which your customers see you.
- Putting the correct lean organisation in place is key for success...
...or failure if not done correctly





Add your flag

Join the family

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Join the family

→ Become part of our rapidly expanding, highly successful network of global MVNO businesses.



- Our MVNO Enablement Program is based on 23 years' experience operating one of the world's most successful MVNOs.
- We operate across 10 markets, 5 of which are proud members of our partner program.
- Our brand serves over 7 million subscribers worldwide.
- We believe in shared success and work closely with our partners to achieve this.
- Our partner agreements are mutually beneficial, and collaboratively designed.
- We are here to help you succeed.



Thank you

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