



Press Release

Jaguar Land Rover deploys mobile data services with Ubigi in 6 new European countries

Paris, France, June XXth, 2019



Following Transatel's successful delivery into the UK, Germany and Italy for Jaguar Land Rover in 2018¹, Wave 2 of the personal SIM card and mobile data plan services deployment² programme launched in May of this year³. During Wave 2, Jaguar and Land Rover dealers in Spain, Portugal, Belgium, the Netherlands, Luxembourg and France, will begin providing Ubigi SIM cards to the owners of the latest vehicle models⁴. The SIM cards provide mobile data connection to enable on-board Wi-Fi and infotainment services: <https://jaguarlandrover.ubigi.com/>.

Jaguar Land Rover offers customers a 3-year prefunded data bundle with the latest vehicle models, which includes the option for the customer to purchase additional data top-up packages if desired.

Ubigi, a Transatel brand, provides the connectivity, manages customer and retailer relations and support, and enables the payment processes for purchasing data bundles. A combined team of JLR and BearingPoint UK staff have been managing the internal feature launch and necessary integration of the programme over the last 18 months.

¹ <https://www.transatel.com/press-releases/iot-solutions/transatel-to-offer-infotainment-services-and-on-board-wifi-for-jaguar-land-rover/>

² The initial launch was in August – September 2018, in the UK, Italy, and Germany.

³ Launch starting May 6th in Spain and Portugal; following on May 15th in Belgium, the Netherlands and Luxembourg; and last, in France on May 16th

⁴ Jaguar: F-Type; XF; XJ; XE; E-Pace; I-Pace; F-Pace

Land Rover: Range Rover; Discovery; Range Rover Sport; Discovery Sport; Range Rover Evoque; Range Rover Velar



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End users can seamlessly manage their Ubigi account via the selfcare application, accessible via any device. The multi-lingual selfcare application enables account management, user registration and payment, among other features.

Transatel, recently acquired by NTT Communications of NTT Group (Nippon Telegraph and Telephone), the 5th largest telecom operator in the world⁵, is the technical enabler behind Ubigi's customer-facing service. The service was successfully launched with Jaguar and Land Rover models in June 2018 by a team from Transatel, Jaguar Land Rover and BearingPoint UK, and was showcased at the Paris Motor Show in October 2018. Transatel's design of the customer journey for this connected car service is the result of close to 20 years' experience in marketing telecom offers to end users in Europe.

Jacques Bonifay, Transatel CEO: *"Following our successful launch in the UK, Germany, and Italy, we feel proud that the Jaguar Land Rover Group requested us to extend the services to six new countries. We're looking forward to deploying the Ubigi experience with Jaguar and Land Rover in even more countries in the future."*

About Ubigi

Ubigi is Transatel's new customer-facing brand for worldwide cellular connectivity dedicated to the Internet of Things. The service offers "always connected" wireless capabilities to laptops, tablets, and automobiles, at near-to-local rates in over 150 countries and destinations.

About Transatel

Now a member company of NTT Group, one of the largest telecom companies in the world, Transatel offers an unparalleled, eSIM-capable, cellular solution for global and secure IoT connectivity. The solution addresses the connected car, connected objects, and consumer electronics markets. Since its inception in 2000, the company has launched over 170 MVNOs (Mobile Virtual Network Operators), establishing Transatel as the leading European MVNE/A (Mobile Virtual Network Enabler/Aggregator). Having acquired expertise in Machine-to-Machine connectivity, the company easily transitioned into the Internet of Things.

About BearingPoint

BearingPoint is an independent management and technology consultancy with European roots and a global reach. The company operates in four units: Consulting, Solutions, Business Services, and Ventures. Consulting covers the advisory business; Solutions provides the tools for successful digital transformation, advanced analytics and regulatory requirements; Business Services provides managed services beyond SaaS; Ventures drives the financing and development of start-ups. BearingPoint's clients include many of the world's leading companies and organizations. The firm has a global consulting network with more than 10,000 people and supports clients in over 75 countries, engaging with them to achieve measurable and sustainable success.

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⁵ <https://www.forbes.com/sites/jonathanponciano/2018/06/06/worlds-largest-telecom-companies-2018/#6d7985637d39>