



Press Release

Paris, February 11<sup>th</sup>, 2016

## Transatel DataSIM helps travelers keep up with the hustle of Hong Kong

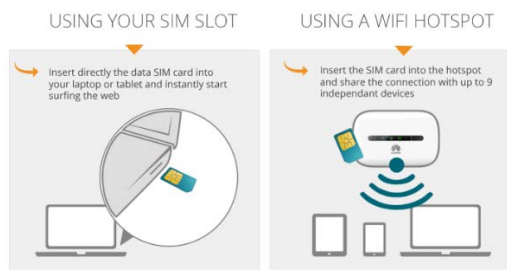
*As foreigners weave in and out of Hong Kong's maze of skyscrapers, they can now benefit from secure Internet connection at local data rates on the SmarTone network, thanks to Transatel DataSIM.*

Transatel DataSIM is thrilled to announce its current footprint of 40 countries, reached with the coverage of one of Asia's most cosmopolitan cities, Hong Kong. The metropolis, a bustling trade and financial hub, attracts over 60 million visitors each year<sup>1</sup>. Many of these are business travelers burdened with expensive roaming fees in their attempt stay connected to the Internet. Now, thanks to Transatel DataSIM, professionals can focus on their business pursuits instead of searching for unreliable Wi-Fi connections. When their voyages take them elsewhere, travelers can recharge their DataSIM card and reuse it elsewhere in Asia, such as Singapore, Cambodia, Taiwan, Thailand, Malaysia, or in any of the 34 other countries that Transatel DataSIM already covers<sup>2</sup>.

### How does Transatel's DataSIM card work?

Simply inserted into any laptop or tablet equipped with a SIM slot, the prepaid Data SIM card is delivered to your address before departure and offers permanent cellular connectivity in over 40 countries, at local prices<sup>2</sup>.

How can I use my SIM Card?



For travelers who do not own a laptop or tablet with a slot for a SIM card, Transatel offers the Wi-Fi hotspot as an alternative. Ordered and delivered already preconfigured with the SIM card, the hotspot shares internet access between up to ten separate devices simultaneously. This is an ideal solution for trips with family, friends, or colleagues, whether to consult emails, surf the web, use mobile apps for navigation, stream videos, stay connected via social media, and instantly send home-- or to the office-- videos and photographs.

<sup>1</sup> The Government of Hong Kong Tourism Commission [Tourism Performance](#), 2015

<sup>2</sup> To date: Belarus, Belgium, Bulgaria, Cambodia, Croatia, Cyprus, Denmark, Egypt, Estonia, Finland, France, Germany, Hong Kong, Iceland, India, Ireland, Israel, Ivory Coast, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Serbia, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Kingdom, United States

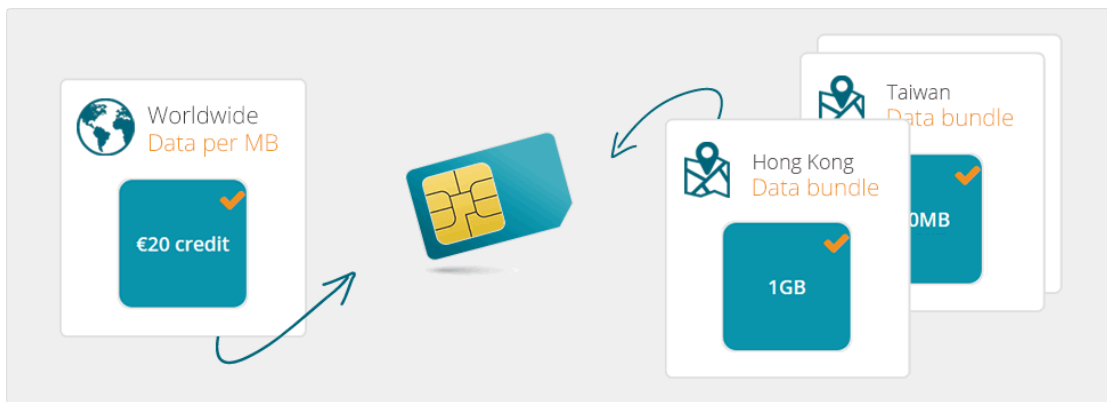


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**'Desperately seeking Wi-Fi' is a tribulation of the past**

In a world where staying connected is a necessity, the Transatel DataSIM card offers peace of mind. Travelers install their SIM card once and continue to benefit from a secure and private cellular connection wherever their travels take them. The hassle of entering personal details, following circuitous routes to log in, or repeatedly producing a credit card to pay for temporary Wi-Fi access is over. And no longer is one's daily route influenced by proximity to a good source of Wi-Fi.

Travelers can visit the retail website to recharge their data SIM card. They can add credit per megabyte or choose from a selection of data bundles. The pricing for either option is on par with local rates for data, thus eliminating costly roaming charges.



Price for a 1 GB top-up: 55€

For more information, please visit [www.transatel-datasim.com](http://www.transatel-datasim.com)

**About Transatel**

For the past 15 years, Transatel has been offering, through a technical platform and associated services, a solution helping a diversity of players meet their market for mobile telephony and data connectivity. The company is positioned either as an enabler of mobile services in a BtoB context (Mobile Virtual Network Enabler), acting as third party and adapting to multiple business models, or as a mobile operator (Mobile Virtual Network Operator) with a BtoC retail activity. Transatel's 5 areas of expertise (MVNO, MVNE/A, Machine-to-Machine, embedded connectivity, and multi-local data connectivity) cover the extent of possible airtime offerings, currently delivering connectivity to over 1.7M SIM cards. With 70% of its revenues generated abroad, the 160-strong company is established in France, the UK, Belgium, Luxembourg, Switzerland, the Netherlands, and the United States.

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