



Press Release

Paris, June 27, 2016

LeFrenchMobile kicks off the summer with new offers

Where there are exceptional circumstances, there are exceptional offers. On the occasion of the Euro 2016, LeFrenchMobile now offers all visitors to France and the European Union a mobile SIM card with a credit of 19~~€~~95 as well as discounted "data" offers for both recharge and credit. An attractive advantage for the 2.5 million fans¹ expected in addition to the tens of millions of tourists who visit Europe every summer.

Extra-time is no longer reserved for football

Coming back from vacation only to notice a heavy bill waiting is a moment ill-lived by many foreign tourists. For 6 years, LeFrenchMobile has supported these tourists by allowing them to stay in touch with loved ones all the while controlling their budget.

By reason of the Euro 2016 in France, calls and SMS between fans living the moment are skyrocketing. Coming from all four corners of the world, these tourists also benefit from the opportunity to visit the other wonders of The Old Continent.

LeFrenchMobile takes the opportunity to offer these tempting deals for the summer: **a SIM for France and Europe for €19.95²**. It allows travelers to use up to 2 hours of calls and send 100 SMS. Whether on a beach in Spain, in line to enter the Coliseum or in the span of the Stade de France, it's no longer worth plunging into endless internal debates before sending a simple text message.

"SIM + Data" offers adapted to new uses

Using internet on your mobile phone while traveling has become the do-or-die, whether it be to broadcast content or use mobile applications³ at the hotel or in transports. LeFrenchMobile has therefore decided to include "SIM + Data" deals in their new offer. Sharing the touristic experience in the heart of Europe with relatives back home is a goal for many travelers on vacation. In order to meet this demand for connectivity, LeFrenchMobile decided to adapt its "SIM + Data" offer to new uses. Now the **200 Mb recharge for France has a capacity of 500 MB for only €9⁴, and the SIM + Data offer for Europe is equipped with 1GB of data.**

These new SIM + Data deals also include 10 minutes of calls valid at the user's convenience. It will allow travelers who use mobile applications on a daily basis to swap between calls and SMS if need be.

Cherry on the cake, shipping is now free worldwide.

More information on: www.lefrenchmobile.com

¹ <http://www.lefigaro.fr/conjoncture/2016/01/29/20002-20160129ARTFIG00275-l-euro-2016-devrait-redonner-des-couleurs-a-l-economie-francaise.php>

² 19.95€ instead of 24.95€ for the SIM FR // 19.95€ instead of 29.95€ for the SIM EU

³ http://www.tourmag.com/80-des-Francais-ne-deconnectent-pas-en-vacances_a80350.html?print=1

⁴ FR200 becomes FR500 for 9€ // FR3GB goes from 38€ to 35€ // EU1GB goes from 49€ to 39€



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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 180-strong company is established in France, the UK, Belgium, Luxembourg, Switzerland, the Netherlands, and the United States.

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