



LEBARA WINS 'BEST MOBILE VIRTUAL NETWORK OPERATOR' FOR 6TH YEAR RUNNING AT UK MOBILE NEWS AWARDS 2015

Industry experts label Lebara a 'powerhouse' and an 'exciting, growing, multi-cultural and innovative' business

London, UK – Monday 23 March 2015 – Lebara, the universal brand for the world's migrant community, was awarded Best Mobile Virtual Network Operator for the sixth consecutive year at the UK Mobile News Awards 2015, held on Thursday 12 March at the London Hilton Hotel on Park Lane. The communications division of Lebara has won the 'Best 'MVNO' every year since the category's introduction in 2010.

A panel judge praised Lebara stating, *"The growth that this business is undergoing is phenomenal. Their proactive approach to customers is excellent. Their industry partnerships are significant. Their approach to service is unique. Alongside its brand sponsorships, it's moving from the MVNO space organically, becoming a trusted brand for its customers. First class."* Lebara was also praised for the impressive way it was delivering a truly international business.

Lebara was a 'clear stand-out winner' with its overall strong commercial performance, partnership commendations, network quality, technical innovation and customer engagement through contact centre support, marketing initiatives, offerings and distribution reach. The award and these endorsements come as the Lebara brand is expanding rapidly beyond telecommunications, with new entertainment and financial products and services due to launch in the coming months.

Mr Yoganathan Ratheesan, Chairman and CEO of Lebara Group, commented, *"This makes me so proud, especially as we continue to grow and evolve. Industry recognition is an important independent endorsement of our brand and demonstrates that we remain the leader in supporting the global migrant community stay connected to family and friends."*

I'd like to thank the Lebara team, our partners, as well as the panel for recognising us."

Lebara has won several industry awards to celebrate its distinctive customer service and commitment to making lives better within the telecoms sector. These include:

- Best MVNO - Mobile News Awards 2010, 2011, 2012, 2013 and 2014
- Best Community and Social Enterprise - Mobile News Awards 2013 and 2014



- Best MVNO - Mobile Industry Awards 2013 and 2014
- Best Large Contact Centre - European Call Centre and Customer Service Awards 2013
- Best Large Contact Centre - UK Customer Experience Awards 2013
- Best for Customer Service, Customer Engagement category - Peer Awards 2013.

Lebara recently released [Lebara Talk](#), the low cost calling and messaging app with convenient cash top-up, introducing the brand to new markets around the globe.

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About Lebara

Lebara, the universal brand for the world's migrant community, helps people unite across borders, generations and cultures.

Founded in 2001, the Lebara Group has built a trusted and established MVNO business with operations in eight countries. Offering inclusive and accessible products and services that make migrants' lives easier – from communications, to entertainment and financial services – is the guiding principle behind Lebara's continued expansion.

Lebara has been recognised for its innovation and business successes, as well as its diverse workforce and best-in-class customer service, with numerous [industry awards](#). The charitable arm, [Lebara Foundation](#), funds housing and schooling projects for displaced children in disadvantaged areas of the world.

Lebara is a privately held company. Visit www.lebara.com to learn more.