



Press release – 27 March 2008

fonYou signs an agreement with Spain's Telefónica to offer mobile telephony services by the end of 2008

fonyou.com, the mobile operator for the Internet era

fonYou, a Mobile Virtual Network Operator (MVNO), will introduce a new way of using mobile phones by making exhaustive use of web-based services

- **fonYou has closed an MVNO agreement with Telefónica to offer mobile telephony services as an independent operator in Spain by the end of this year. From 2009 onwards fonYou will expand into other European markets and into Latin America**
- **fonYou will introduce a range of innovative, web-based services that will change the way that internet users, fonYou's main target segment, use their mobile phones**
- **fonYou's philosophy is that it must be the customers and not the operator who are in control of the services that they use on their mobile phones**
- **fonYou is a real telecom operator with its own core network infrastructure which gives the company complete flexibility and independence to develop new services. This capacity to innovate differentiates fonYou from most other MVNOs which merely resell their host network operators' services**
- **The company has initiated a financing process to attract investors that are willing to bet on a truly differential business model with great potential for deployment on an international scale**

Barcelona, 27 March 2008. – fonyou.com is currently preparing its launch as mobile operator in Spain towards the end of this year. Following the recent signing of an agreement with Telefónica that enables the company to offer services as Mobile Virtual Network Operator (MVNO), fonYou has opened up negotiations with potential Spanish and international investors to finance its launch plans. fonYou will start to operate in Spain in 2008 and expand to other European and Latin American markets from 2009 onwards.



fonYou's service offering will change the way customers use their mobile phones because it integrates innovative, web-based services with traditional mobile telephony. This new business concept made it possible to reach an MVNO agreement with Telefónica, the leading Spanish telecom operator whose mobile network is perceived to be the best in terms of both coverage as well as quality.

“Considering that fonYou's international expansion is a key element of our strategy, we are even more pleased to have reached an agreement with Telefónica, one of the leading global telecom players and has an important international presence,” says **Fernando Núñez Mendoza, CEO and one of the founders of fonYou.**

Through the integration with web-based services fonYou will make the use of its mobile telephony services more convenient and also give more control to its customers. fonYou's main target segment are internet users. 45% of Spanish households have internet access and there are more than 8 million broadband connections. Around 22 million people in Spain access the internet on a regular basis.

fonYou will operate and control its own core network infrastructure which is why the company will be able to develop and introduce innovative services that do not yet exist in the market. The idea behind these new services is that the customers and not the operator will be in charge by giving the customers complete control over the set-up (including cancellation) of their services. Last but not least, fonYou will take special care to ensure that its customer service is always proactive and of the highest quality.

About fonYou

fonYou was set up in March 2006 by three professionals with extensive experience in the telecom and in the internet sector. The company's founders – Fernando Núñez Mendoza, Albrecht von der Recke and Clemens Rossberg – have participated in a large number of launches of mobile network operators, mobile virtual network operators and internet portals as well as in other big technology projects in a variety of different countries. During their careers with first tier telecom operators, consulting firms and in investment banking they have held positions in companies such as Orange, Accenture, DiamondCluster, Lehman Brothers and the European Space Agency.

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