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## **Lebara Mobile Advised by Piran Partners On UK MVNO Agreement**

LONDON--(BUSINESS WIRE)--Piran Partners LLP advised Lebara Mobile on the acquisition of its Mobile Virtual Network Operator (MVNO) agreement in the UK. Lebara Mobile launched its service in the UK earlier today and is Europe's leading MVNO addressing the needs of new immigrants to a country.

"Today marks a major milestone for both new immigrants across the European Union and also for the pan-European Telecommunications business", said Andrew White, Executive Partner at Piran Partners, "From today new immigrants can purchase a real value for money mobile phone service allowing them to stay in touch with loved ones back home. Lebara Mobile's launch in the UK, together with its existing operations across Europe supported by the world's largest mobile operators, signals clear support for the Virtual Mobile Operator (MVNO) model."

Piran Partners used its Virtual Partner Programme (VPP™) to assist Lebara Mobile in gaining a Mobile Virtual Network Operator agreement in the UK. Commenting, Lebara Mobile CEO, Yoganathan Ratheesan said, "Piran Partners played an important role in helping us establish a sound commercial partnership with our preferred mobile operator".

"We created the VPP from our experience negotiating over 10 MVNO agreements across Europe and Lebara Mobile is yet another proof point of our VPP's effectiveness. Often our clients don't actually notice that we were using a tried and tested process. We think this indicates that the VPP strikes that difficult balance between structure and creativity; both essential to negotiating a successful MVNO agreement." said Erick O'Connor, Executive Partner at Piran Partners.

### **About Piran Partners ([www.piranpartners.com](http://www.piranpartners.com))**

Piran Partners is a professional consulting services company positioned at the heart of the mobile telecommunications industry providing a wide array of strategic, practical and operational expertise to organisations in the mobile value chain from retailers through distributors, mobile operators and equipment vendors. We have been instrumental in negotiating a large number of MVNO contracts on behalf of clients in the last five years. Piran Partners LLP is based in London and operates globally.

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### **About Lebara Mobile ([www.lebaramobile.com](http://www.lebaramobile.com))**

Lebara Mobile offers tailored innovative telecommunications solutions so that families, friends and colleagues can keep in touch, both at home and abroad. Lebara Mobile was founded in 2001 as part of the Lebara Group and now operates in seven European countries: the Netherlands, Denmark, Norway, Switzerland, Spain, Sweden and now the UK. The Group's headquarters are in London. Lebara Mobile has some 600,000 customers and generates annual sales in excess of EUR 162 million. The 'Fast Track 100 listing', produced by the Sunday Times in 2006, ranked Lebara Mobile the fourth fastest-growing private company in Great Britain.

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