



## MEDIA RELEASE

Thursday July 10, 2014

### **BMOBILE AND VODAFONE ANNOUNCE STRATEGIC PARTNERSHIP**

Vodafone Group Plc (“Vodafone”) and Bemobile Limited (trading as “bmobile”) today jointly announced the formation of a new Partner Market Agreement in Papua New Guinea and the Solomon Islands.

Under the non-equity partnership agreement, bmobile becomes Vodafone’s exclusive partner in Papua New Guinea and the Solomon Islands and the two companies will jointly offer business and consumer customers a range of products and services.

bmobile will benefit from access to Vodafone best practice and products and services which will enable it to enhance its proposition to customers in Papua New Guinea and the Solomon Islands. Vodafone’s multinational enterprise customers will benefit from the addition of Papua New Guinea and the Solomon Islands to their existing contracts for international managed services, while continuing to be serviced via a single point of contact.

The partnership will take effect immediately, with mobile solutions and benefits to be extended to customers in Papua New Guinea and the Solomon Islands in the coming months.

Vodafone is one of the world’s largest mobile communications companies with equity interests in over 30 countries and more than 50 partner networks worldwide. The partnership between these two prominent entities will allow bmobile to introduce first-class, innovative mobile services to customers in Papua New Guinea and the Solomon Islands. It will also cater to the growing demand for data roaming on smartphone and mobile broadband. This means that corporate and retail customers can look forward to more innovative services and packages as well as further enhanced roaming experience abroad.

“We are delighted to form a strategic partnership with Vodafone which will enable us to provide a comprehensive range of products and services for our customers locally and globally. In addition, bmobile customers will benefit from being able to roam on to Vodafone’s global mobile network,” said Mr Sundar Ramamurthy, Group CEO of bmobile.

“We are extremely delighted with the opportunity to form a strategic partnership with Vodafone in Papua New Guinea, enabling us to provide an even more comprehensive range of products and services for our enterprise customers locally and globally. In addition, this will allow bmobile to utilise the global mobile network of Vodafone to offer quality and cost-effective roaming services to all our customers. This is particularly important with the rapid growth of smartphone and mobile broadband data roaming,” he added.

“The strategic partnership with bmobile will enable us to expand our presence in Asia Pacific and extend the reach of our products and services across the region. It will also deliver enhanced roaming benefits for both our multinational enterprise and consumer customers,” said Stefano Gastaut, CEO, Vodafone Partner Markets.

“The strategic partnership with Vodafone now gives bmobile a distinct competitive advantage in the market. It also gives Vodafone a footprint in two more countries in the Pacific. We appreciate the confidence Vodafone has in our current strategies and markets,” said Mr. Andrew Johnson, Chairman bmobile PNG and Solomon Islands.

The Minister for Public Enterprises and State Investments Hon Ben Micah MP also added that Vodafone’s interest in bmobile as a state-owned enterprise is an indication of global interest and confidence in our region and in Papua New Guinea in particular.

“Vodafone is a significant player in the global mobile market, and we value their confidence in PNG and the Solomon Islands through their recent agreement with bmobile,” he said.

The Minister also thanked the former British High Commissioner, Her Excellency, Jacquie Barson for her assistance in promoting UK based businesses for participating more actively in Papua New Guinea and the Solomon Islands.

Vodafone Partner Markets Executive Vice-President, Asia-Pacific Mr Hany Gabriel also expressed his enthusiasm for the partnership.

“We look forward to working closely with bmobile’s management to accelerate their success in both the consumer and enterprise segments,” he said.

#### **ABOUT bmobile**

bmobile was acquired by the Government of Papua New Guinea through an 85% shareholding in October 2013 and has been operating in PNG since 1997. It is Papua New Guinea’s first-ever mobile carrier and also operates in the Solomon Islands (since 2009). bmobile’s vision is to be the leading provider of mobile voice and data services in Papua New Guinea and the Solomon Islands and now offers high-speed data, reliable voice and SMS in all major towns in PNG and the Solomon Islands. For more information, please visit: [www.bmobile.com.pg](http://www.bmobile.com.pg)

#### **ABOUT VODAFONE**

Vodafone is one of the world’s largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 52 more, and fixed broadband operations in 17 markets. As of 31 March 2014, Vodafone had 434 million mobile customers and 9 million fixed broadband customers. For more information, please visit: [www.vodafone.com](http://www.vodafone.com)

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Approved for immediate release by the office of the Managing Director, Independent Public Business Corporation.

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