

About the E-Plus Group

The E-Plus Group is the challenger on the German mobile communications market. Simple services tailored to customer needs and a major reduction in call and data charges can be traced back to the initiative of the third-largest mobile network operator in Germany. As a result of innovative business models, modern structures and strong partnerships the E-Plus Group was able to significantly strengthen its market position and show a more dynamic and profitable development than the market.

Since 2005 E-Plus Mobilfunk GmbH und Co. KG has developed into a family of brands offering target group-specific services and thus breaks new ground in mobile communications in Germany. The flat-rate brand BASE and the mobile discounters simyo and blau are market leader in their segments, while the original E-Plus brand offers a range of services to its existing customers. The brand AY YILDIZ addresses the Turkish community in Germany. Vybemobile is aimed to appeal to young music lovers. The partners of the E-Plus group include many other brands, such as MedionMobile (AldiTalk) and German music TV stations MTV and Viva.

19.3 million customers are using the network of the E-Plus Group to make calls and send text messages or data. The Group generates an annual revenue of €3.2 billion (2009) and employs more than 2,500 people (FTE) in Germany.

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