

## 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. After revolutionizing the voice market for larger user groups now the company opens the mobile data market for the masses by its massive network roll-out and highly attractive low-priced data tariff schemes. 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. The partners of the E-Plus group include many other brands, such as MEDIONmobile (ALDI TALK) and music TV station MTV.

More than 22.7 million customers are using the network of the E-Plus Group to make calls and send text messages or data. The Group generates annual revenues of €3.2 billion (2011) and employs more than 4,500 people (FTE) in Germany.

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