



## **That's the truth! Fonic welcomes two millionth customer**

**Mobile communications discounter continues to grow fast / 225,000 new customers in Q1 of this year / New tariff to be announced**

**Munich, May 23, 2011** – Two million people in Germany now use the mobile phone services from Fonic. The mobile communications discounter that entered the market less than four years ago made this announcement today. In fact, the company signed up 225,000 new customers during the first quarter alone. Fonic is thus expanding its market share even further and establishing itself as one of the most popular brands in the highly competitive discount segment. Kai Czeschlik, Managing Director of Fonic, personally welcomed his two millionth customer today and presented her with an iPhone 4 including one full year of data use free of charge.

“Reaching our goal of two million active customers really fills us with pride,” says Kai Czeschlik, Managing Director for Marketing and Sales at Fonic. “It shows that our fair and transparent offerings with no strings attached have hit the nerve of mobile phone users in Germany.” Fonic customers enjoy a mobile telecommunications rate without having to sign a binding contract or pay for minimum usage or monthly fees at extremely reasonable rates of only 9 cents per minute for both national and international calls. The company also offers a surf stick for mobile internet use with the powerful o2 network. Many of the consumers who signed up with the company when it first entered the market in 2007 are still Fonic customers today.

“We are in an extremely competitive market, therefore, we will continue to do all we can to maintain and further expand our customer base in the future as well,” adds Holger Feistel, Managing Director for Finance & Operations at Fonic. “As early as this summer, we will be expanding our product portfolio to include a rate that no other German mobile phone provider offers,” he adds. The company will be announcing the details this summer.

# Press Release



René Schuster, CEO of the parent company Telefónica, said:

“Congratulations to Fonic on reaching the 2 million customer mark. This is an impressive achievement that also underscores the strong position that Telefónica has achieved in Germany. Fonic is an important part of our growth strategy next to our core brand O<sub>2</sub>.”

[The Fonic tariff](#)

[The Fonic Surfstick](#)

## **About Fonic**

Fonic is a telecommunications provider headquartered in Munich. It is a one-hundred percent subsidiary of the Telefónica Group and offers simple, clear and fair telecommunications offerings at extremely low prices. Fonic uses the Telefónica O<sub>2</sub> Germany network and benefits from the major customer prices of the Telefónica Group. Fonic is marketed under [www.fonic.de](http://www.fonic.de) and in stores. In the meantime, Fonic is available at 15,500 points of sale.

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