

MÁSMÓV!L, National Champion in The European Business Awards

Madrid, November 05, 2012.- The European Business Awards (www.businessawardseurope.com) has announced today that MÁSMÓV!L is to represent Spain as a National Champion in the prestigious 2012/13 Awards programme. MÁSMÓV!L has been selected as one of just 14 National Champions and will now compete for the coveted Ruban D'Honneur status in the next round of the competition.

This year, for the first time, entrants in the European Business Awards submitted a video case study. All case studies were uploaded onto the European Business Awards website and an online voting mechanism was introduced to allow the public to choose their favourite videos in each country. Over 35,000 votes were cast with one company automatically going through to the National Champion round. In addition, an esteemed panel of judges chose 14 organisations that exhibited innovation, business excellence and sustainability to represent Spain.

Christian Nyborg *"We're proud to be selected to represent Spain as a National Champion. The European Business Awards is widely recognised as the showcase for Europe's most dynamic companies and we are now looking forward to the next round of the judging process where we can explain in more depth how we are achieving business success in these tough trading conditions."*

Adrian Tripp, CEO of the European Business Awards says, "This year, the video element of the awards has allowed our panel of expert judges to gain a much deeper understanding of the business strategies of all the National Finalists. It is because of this that the judging has been particularly tough and this year, perhaps more than ever before, it is an exceptional accolade to be picked as a National Champion. Together with our sponsors and supporters we're looking forward to seeing MÁSMÓV!L in the next round."

Between now and January 2013, National Champions will be reassessed by a third panel of judges made up of Europe-wide business leaders, academics and entrepreneurs who will award the top organisations the coveted Ruban d'Honneur status. Finally, after face-to-face presentations, the Ruban d'Honneur recipients will be honoured and the names of the overall winners will be revealed at a Gala awards ceremony in April 2013.

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About the European Business Awards 2012/13:

The European Business Awards recognises and rewards excellence, best practice and innovation in companies across the European Union. The competition is free to enter and open to organisations of all sizes and from any industry sector.

The European Business Awards programme serves three purposes for the European business community:

- It provides examples for the business community to aspire to
- It celebrates and endorses individual's and organisation's success
- It provides case studies and content for learning from these exceptional organizations

An innovative, strong and thriving business community makes a successful and prosperous Europe.

The European Business Awards categories are:

- The Chairman's Selection
- The UKTI Award for Innovation
- The International Growth Strategy of the Year Award
- The Millicom Award for Environmental & Corporate Sustainability
- The Award for Customer Focus
- The Employer of the Year Award
- The RSM International Entrepreneur of the Year Award
- The Import/Export Award
- The Infosys Business of the Year Award (part 1)
- The Infosys Business of the Year Award (part 2)

About RSM International

RSM International is a worldwide network of independent accounting and consulting firms. RSM International and its member firms are separate and independent legal entities. RSM International does not itself provide accounting or consultancy services. All such services are provided by member firms practicing on their own account. The network's total fee


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income of US\$3.8 billion places it amongst the top six international accounting organisations worldwide. Member firms are driven by a common vision of providing high quality professional services, both in their domestic markets and in serving the international professional service needs of their client base. RSM International is a member of the Forum of Firms. The objective of the Forum of Firms is to promote consistent and high quality standards of financial and auditing practices worldwide. www.rsmi.com

About Millicom International Cellular

Millicom provides affordable, widely accessible and readily available prepaid cellular telephony services to more than 30 million customers in 13 emerging markets in Latin America and Africa where the basic telephone service is often inadequate and where economic development and rising personal income levels are creating increasing demand for communication services. Millicom's proven prepaid, mass market distribution and perceived price leadership strategy have enabled it to continue to pursue high growth while delivering operating profitability. Millicom's shares are listed on the on Stockholmsbörsen under the symbol MIC. www.millicom.com

About UKTI

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Through a range of unique services, including participation at selected trade fairs, outward missions and providing bespoke market intelligence, we can help you crack foreign markets and get to grips quickly with overseas regulations and business practice. www.uktradeinvest.gov.uk

About Infosys

Infosys (NASDAQ: INFY - News) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a Flat World. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys has over 100,000 employees in over 50 offices worldwide. Infosys is part of the NASDAQ-100 Index. For more information, visit www.infosys.com

About MÁSMÓV!L

Launched in February 2008, [MÁSMÓV!L](#) is the company for users that want to optimize their bills, obtaining the best service for talking and surfing the web, and incorporating common sense to mobile phone usage.

Our commitment to customers is based on facts: no gimmicks or strings, we advocate transparency. In addition, we offer the best mobile phone rates by getting the customers to pay only for what they really need. Thanks to them, independent experts have chosen us as "the cheapest mobile operator" with estimated savings of 50%.

MÁSMÓV!L aims to optimize in every way, not just when it comes to savings: encourages its customers to use free web 2.0 applications such as Skype, WhatsApp or Viber; and use unlocked terminals or unlock locked terminals.

According to [netquest](#), [MÁSMÓV!L](#) has a high level of satisfaction among its customers: more than 90% say that they are willing to recommend the company.

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