

MÁSMÓVIL REACHES THE FINAL OF THE PRESTIGIOUS EUROPEAN BUSINESS AWARDS

Madrid, January 10, 2013.- The European Business Awards (www.businessawardseurope.com) has announced today that MÁSMÓVIL is to represent Spain as one of the final 100 businesses in the 2012/13 Awards programme. MÁSMÓVIL has been selected as a highly-coveted Ruban d'Honneur recipient in the Award for Customer Focus category and will now go on to compete in the final round of the competition, in a bid to become one of the ten overall winners to be announced at a gala event in April 2013.

Over the past two months, an esteemed panel of judges made up of European business leaders, academics and entrepreneurs has assessed the 200 companies that made it through to the National Champions stage of the awards. Having decided on the top 100 businesses, from 28 countries across Europe, the successful Ruban d'Honneur recipients will now undertake intensive face-to-face interview sessions.

According to Christian Nyborg, Co-Founder, Boardmember & Director Int. Business Division MÁSMÓVIL: "We are extremely proud to reach the Ruban d'Honneur stage of the European Business Awards and to represent Spain. The European Business Awards is widely recognised as the showcase for Europe's most dynamic companies and we are now looking forward to describing to the judges in more detail how we are achieving business success in these tough trading conditions."

This year, for the first time, entrants in the European Business Awards submitted a video case study as part of the judging process. All case studies were uploaded onto the European Business Awards website and an online public voting mechanism was introduced.

Adrian Tripp, CEO of the European Business Awards says, "The video element of the 2012/13 awards has allowed our panel of expert judges to gain a much deeper understanding of all entrants' business strategies. This has helped the judges make clear and informed decisions about the individual companies in each award category. MÁSMÓVIL has really impressed the judges and deserves the very best of luck in this highly competitive final round."

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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 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 [t/o €0-25m]
- The Infosys Business of the Year Award [t/o €150m+]
- The Infosys Business of the Year Award [t/o €26-150m]

About MÁSMÓVIL

Launched in February 2008, MÁSMÓVIL 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%.

MÁSMÓVIL 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, MÁSMÓVIL 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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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

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Whether you're a seasoned exporter or just beginning to expand overseas, talking to UK Trade & Investment is one of the best moves your company can make.

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

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