



PRESS RELEASE

Lebara improves the Turkey tariff family "Türkiye"

- **Fixed landline flat rate to Turkey and up to 2 GB of additional data for the same money**
- **Promotion: For each new customer Lebara plants a tree in Turkey**

Düsseldorf, November 12, 2019. Lebara, the specialist for cheap calls abroad, is launching a broad Turkey offensive. All Lebara "Türkiye" tariffs are now even more attractive. At the same time, Lebara is starting a fundraising campaign for environmental protection in their Turkish homeland.

More data volume, more call minutes and landline flat rate are now included

Around three million people with Turkish citizenship or roots in Turkey currently live in Germany. With an estimated purchasing power of around 20 billion euros, this target group offers considerable sales potential, especially in the telecommunications sector.

With this in mind, Lebara is now improving its tailor-made Turkey tariffs. From now on there also will be considerable extra data volume for the same price in all three tariffs "Türkiye M" (14.99 € * for four weeks, now 3 GB instead of the previous 2 GB data), "Türkiye L" 19.99 € for four Weeks now 4 GB instead of 3 GB of data) and "Türkiye XL" (24.99€ for four weeks, now 8 instead of 6 GB of data).

Even more: In the entry-level "Türkiye M" tariff, the previous 400 minutes in all German networks are now also valid in the Turkish landline network. In addition, 40 minutes for calls to Turkish mobile networks will be included. The two tariff options Türkiye L and XL even include a landline flat rate to Turkey! "This means that Turkey options for landline connections are now superfluous," is the special tip from Lebara Germany boss Gerben Wijbenga. "All customers with Turkish roots benefit twice from our new Türkiye tariffs.

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First you can now make unlimited calls to the Turkish landline network. Second, you can use considerably more data volume! "

The image shows a promotional graphic for Lebara Türkiye tariffs. It features the Lebara logo at the top left. Below it are four icons: a download/upload arrow for 'High-Speed Internet', German and Turkish flags for 'Alle DE Netze & TR Festnetz', a Turkish flag for 'TR Mobilnetz', and two Euro symbols for 'für 4 Wochen'. Below these are three tariff options: 'Türkiye M' (3 GB, 400 Min., 40 Min., 14,99 €), 'Türkiye L' (4 GB, Flat, 100 Min., 19,99 €), and 'Türkiye XL' (8 GB, Flat, 100 Min., 24,99 €). A small note at the bottom right says '*Details unter www.lebara.de'.

Tariff	High-Speed Internet	Alle DE Netze & TR Festnetz	TR Mobilnetz	für 4 Wochen
Türkiye M	3 GB	400 Min.	40 Min.	14,99 €
Türkiye L	4 GB	Flat	100 Min.	19,99 €
Türkiye XL	8 GB	Flat	100 Min.	24,99 €

*Details unter www.lebara.de

Sales support for Lebara partners

An intensive communication campaign will accompany the launch of Lebara's new Türkiye tariffs and thus support Lebara's partner. Among other things, nationwide advertisements, posters and outdoor advertising are planned in selected regions as well as high-reach TV spots on all major Turkish channels. Another new feature for Lebara retailers is the possibility to top up credit for end customers in the Lebara mobile app and book tariff options immediately after registration.

Campaign: planting trees in Turkey

At the same time, Lebara is starting a very special campaign - limited to January 31, 2020: For every new customer who uses a Türkiye tariff for at least three months, Lebara will plant a tree in Turkey. Wijbenga: "This is a very simple way for our customers to actively support environmental protection on site, in their home." Upon request, each customer can even receive their own certificate. More information is available at: <http://www.lebara.de/fidan>

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Of course, all Lebara-Türkiye customers benefit from the best D-Netz quality in Germany. All new offers can be easily booked via the MyLebara App, in stores or by SMS to the short code number 55255 with the respective booking code: TÜRKIYEXL for the Türkiye XL tariff, TÜRKIYEL for the Türkiye L tariff or TÜRKIYEM for the Türkiye M tariff.

* all prices incl. VAT

About Lebara: First choice for global citizens in Germany

Lebara is the universal brand for people whose family members, friends and business partners are spread across several countries. Lebara helps these people to stay connected across borders, generations and cultures. Founded in 2001, the Lebara Group has developed into an established telecommunications provider in five countries in Europe. Lebara products are easy to understand and very reasonably priced. In this way, Lebara customers stay in contact with their families and friends abroad - easier and cheaper than ever before. With this successful strategy, Lebara was again voted "Germany's best ethnic provider" in 2019 - for the third time in a row.

More information at: www.lebara.de

Press enquiries

Press department Lebara Germany
presse-de@lebara.com
+49 211 31051-0000