



M2M World Alliance Delivers First Multi-Operator SIM Solution

First global SIM solution now available in over 60 global markets for business

Abu Dhabi, United Arab Emirates, November 21, 2013 – The M2M World Alliance, a coalition of eight telecommunications operators from around the world, today officially launched its SIM card-based solution. Available today, the new solution enables large multinational companies to deploy connected devices in multiple countries on a single platform. The solution aims to simplify and promote the adoption of machine-to-machine (M2M) technology worldwide.

“We believe that our unique and seamless SIM solution will drive rapid growth in the adoption of M2M technology worldwide by giving our customers the ability to operate connected devices globally at a reduced cost,” said Angel David Garcia Barrio, Chairman of M2M World Alliance and <title>, Telefonica “With operations in more than 60 countries, the Alliance’s global footprint presents multinational organizations with a seamless approach to deploying connected devices in multiple countries at one time.”

The M2M World Alliance’s solution leverages its global presence to benefit all customers that have relationships with Alliance members. It allows companies to program and deploy one SIM card that enables them to power connected devices throughout the Alliance coverage area utilizing in-market rates. Additional benefits include easier compliance with local market regulations and the potential for multinationals to provide global technical support from a single market.

M2M technology is used when machines – a broad term for equipment used in all sorts of industries, including consumer electronics, utilities, agriculture and construction – connect and exchange information with information technology infrastructure. It is considered by many as the latest stage in the internet’s evolution: when cyberspace reaches beyond the traditional confines of computers to connect to any device with a microprocessor.

Major growth areas identified by the M2M World Alliance for its global SIM solution include connected automobiles and consumer electronics.

“Now we are inviting companies with an interest in this innovative technology to approach a member of the Alliance and arrange to try it out,” said Angel David Garcia Barrio, “Given that M2M technology can have a direct positive



impact on business processes, product offerings, operational efficiencies and revenue; we are expecting serious interest from potential customers.”

Global M2M connections will grow from one billion in 2010 to reach 12 billion in 2020, according to a study by Machina Research, a London-based consulting firm focused on emerging opportunities with new forms of connected device.

About KPN

KPN is the leading telecommunications and ICT service provider in the Netherlands, offering wireline and wireless telephony, internet and TV to consumers and end-to-end telecom and ICT services to business customers. In Germany and Belgium, KPN pursues a Challenger strategy in its wireless operations and holds number three market positions through E-Plus and BASE. KPN provides wholesale network services to third parties and operates an efficient IP-based infrastructure with global scale in international wholesale through iBasis. For M2M we offer PAN European solutions.

At December 31st, 2011, KPN served over 44.5 million customers, of which 36.6 million were in wireless services, 4 million in wireline voice, 2.5 million in broadband Internet and 1.4 million in TV. With 18,687 FTEs in the Netherlands (31,084 FTEs for the whole group), KPN reported full-year revenues of EUR 13.1bn and an EBITDA of EUR 5.1bn in 2011. KPN was incorporated in 1989 and is listed on the Amsterdam Stock Exchange.

About NTT DOCOMO

NTT DOCOMO is a world-leading integrated-services company centered on mobility. The company serves over 60 million mobile customers in Japan via advanced wireless networks, including a nationwide 3G network and one of the world's first commercial LTE networks. Leveraging its unique capabilities as a mobile operator, DOCOMO is a leading developer of cutting-edge technologies for NFC mobile payments, mobile GPS, mobile TV, intuitive mobile assistance, environmental monitoring, smart grids and much more. Overseas, the company provides technical and operational expertise to eight mobile operators and other partner companies. NTT DOCOMO is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges. Please visit www.nttdocomo.com for more information.

About Rogers

Rogers Communications is a diversified Canadian communications and media company. We are Canada's largest provider of wireless voice and data communications services and one of Canada's leading providers of cable television, high-speed Internet and telephony services. Through Rogers Media we are engaged in radio and television broadcasting, televised shopping, magazines and trade publications, sports entertainment, and digital media. We are publicly traded on the Toronto Stock Exchange (TSX: RCI.A and RCI.B) and on the



New York Stock Exchange (NYSE: RCI).

About SingTel

SingTel is Asia's leading communications group providing a portfolio of services including voice and data solutions over fixed, wireless and Internet platforms as well as infocomm technology and pay TV. The Group has presence in Asia and Africa with 445 million mobile customers in 26 countries, including Bangladesh, India, Indonesia, Pakistan, the Philippines and Thailand. It also has a vast network of offices throughout Asia Pacific, Europe and the United States.

About Telefónica Digital

Telefónica Digital is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M solutions and eHealth. Telefónica Digital will deliver these innovative products and services to Telefónica's 300 million customers as well as leveraging the power of the internet to enter new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. Jajah, Terra, Tuenti, giffgaff and 48 are all part of the Telefónica Group.

About Telstra

Telstra is Australia's leading telecommunications and information services company, with one of the best known brands in the country. Telstra offers a full range of services and competes in all telecommunications markets throughout the country. Telstra has Australia's largest fully integrated IP network and Australia's largest and fastest mobile broadband network, the Telstra Mobile network, comprising 3G-HSPA+ (across the entire coverage footprint) and 4G-LTE technology (in more than 100 locations across Australia) operating together. Telstra also has an international presence spanning 15 countries, including China.

About VimpelCom

VimpelCom is one of the world's largest integrated telecommunications services operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Cambodia, Laos, Algeria, Bangladesh, Pakistan, Burundi, Zimbabwe, Central African Republic and Canada. VimpelCom's operations around the globe cover territory with a total population of approximately 782 million people. VimpelCom provides services under the "Beeline", "Kyivstar", "djuice", "Wind", "Infostrada", "Mobilink", "Leo", "banglalink", "Telecel", and "Djezzy" brands. As of March 31, 2012 VimpelCom had 209 million mobile subscribers on a combined basis. VimpelCom is traded on the New York Stock Exchange under the symbol (VIP). For more information visit: www.vimpelcom.com



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