

“Online Mobile Telephony”: fonYou Telecom reinvents the way we use our mobile phones

The new operator enters the Spanish market with an innovative business model that gives the users complete control over their mobile telephony services

Madrid, 9 July 2009. – Today fonYou Telecom, the Online Mobile Operator, launches a new generation of internet-centric services in Spain. These services, collectively called “Online Mobile Telephony”, open up a whole new range of possibilities that aren’t available at conventional operators. fonYou’s mission is to reinvent mobile telephony for the internet age to better serve the needs of regular internet users.

Online Mobile Telephony is part of an emerging movement that will transform the telecoms sector in a similar fashion as online banking has changed the way people use banking services or as online flight bookings have transformed the airline industry.

Through their personal accounts at www.fonyou.com users will be able to control and configure all aspects of their Online Mobile Telephony services. Some of the main features are:

- **Mobile number provided by fonYou:** Acts as a personal switchboard that allows the users to make and receive calls and SMS on any telephone they choose.
- **Web inbox:** Similar to web-mail, the web inbox keeps a register of all outgoing and incoming calls and stores voicemails and SMS.
- **Personalised greetings:** Allows users to assign a different voicemail greeting to each contact in their address books, either by selecting a greeting from the standard catalogue or by recording their own.
- **Call filter:** Users can send unwanted calls directly to the voicemail (without the phone ringing) including those from hidden numbers.
- **Online address book:** Stores the users’ contacts safely in their personal accounts and makes them accessible via internet at any time. Options such as call filter and personalised greetings can be configured independently for each contact.

fonYou’s Online Mobile Telephony services are available to anyone; it is not necessary for new users to change their current mobile operator or to buy a new mobile phone or SIM card. fonYou works without SIM cards which means that as



soon as a user has registered at www.fonyou.com his or her new number is immediately available for use.

fonYou has decided to launch its services in a beta version, a strategy that is common in the internet world. Anybody interested in the service, which is for free during the beta phase, can request an invitation at www.fonyou.com. Once users have received this invitation, they will be able to choose their new number during the registration process. fonYou's top priority during this phase is to listen to users' suggestions to further improve its services in preparation for the full commercial launch in a few months.

Fernando Núñez Mendoza, cofounder and CEO of fonYou, predicts that "Online Mobile Telephony services will be part of the standard offering of mobile operators in a few years' time. fonYou belongs to a small group of pioneering companies that are starting to introduce next generation telephony services today."

About fonYou:

fonYou Telecom was founded in Barcelona in 2006 by three entrepreneurs with extensive experience in the telecom, internet and technology sectors. In 2008 fonYou signed an MVNO (Mobile Virtual Network Operator) agreement with Telefónica for the Spanish market. fonYou's mission is to reinvent mobile telephony for the internet era and this has led to the creation of the "Online Mobile Telephony" concept. After its debut in Spain, the company plans to expand internationally by directly launching Online Mobile Telephony services under the fonYou brand in other countries and by licensing its business concept and technology to other MVNOs (Mobile Virtual Network Operators), mobile network operators or ISPs (Internet Service Providers).

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