



## Lobster, the first mobile operator in Spain to offer a service completely in English.

- **Targets British expatriates, and other English speakers, who reside in Spain. A market which to date has been largely untapped and is estimated to comprise some 1.5 million people**
- **Lobster wants to be the benchmark for the English-speaking market in Spain, with its offering based on "English, easy and effortless" so that the subscriber will be able to enjoy a service and customer experience "like home"**
- **Lobster will be available online and through its Customer Contact Centre from December and due to be available in physical stores from early 2019**
- **Lobster is the registered brand of Zinnia Telecomunicaciones, a Spanish company and part of the Gibtelecom Group**
- **The project has seen an investment in systems, infrastructure and Zinnia Telecomunicaciones of over 4 million euros**
- **The Zinnia Telecomunicaciones team is made up of executives with extensive experience of the Spanish mobile market**

**Madrid 22nd November, 2018.** Lobster, the new mobile operator, will launch its services in the coming days with a unique proposition which is a differentiator in the Spanish market. Lobster will be the first mobile operator in Spain to offer a service that is completely in English to its customers.

Lobster will mainly target British expatriates, and other English speakers, who reside in Spain, located mainly on the Mediterranean coast, the Balearic and Canary Islands.

It is estimated that there are over 1.5 million English speakers residing in Spain. Lobster wants to be the benchmark for this market, and grow rapidly in the coming years.

After extensive market research, the Lobster brand was created to establish an emotional bond with British values and service. The DNA of the Company is "English, easy and effortless" together with a personality that is authentic and straightforward. Its offering is based on simplicity and understanding the customer so that they will be able to enjoy a service and customer experience "like home". Why the name Lobster? We think it's something different and refreshing that can be associated with the good life. After all, sun and wonderful food is to be found in Spain!

It is very easy to become a Lobster customer, just identify yourself and provide a payment method through a totally secure process for paying month by month, and you're good to go.

# Lobster.

The full English mobile



From December signing up for the service can be done online or by calling the Customer Contact Centre for free. In early 2019 this will also be possible through an extensive network of specialised retail outlets and other points of sale.

The Lobster management team was formed at the beginning of this year with three industry leading directors with extensive experience of the telecommunications sector in Spain. It is led by Gabriel Miguez, Executive Board Director-Managing Director, previously General Manager of Yoigo and Telefónica, Tony Watts, Marketing Director, and previously Product and Offer Director at Yoigo, as well as Alfonso Rodríguez, Sales Director, and previously the Commercial Director at Lebara.

"We have a unique proposition in the market based on creating an emotional bond with English-speaking expatriates, with competitive tariffs, and a team with the necessary experience to lead the project to success. With Lobster we will meet the needs of expatriate customers who are currently underserved when it comes to mobile services," said Gabriel Miguez.

Lobster is a registered brand of Zinnia Telecomunicaciones, a Spanish Company and part of the Gibtelecom group, whose parent is the leading telecommunications company in Gibraltar. Over 4 million euros has been invested in the systems, infrastructure and the company to date. Jansen Reyes, Director of Technology at Gibtelecom, has been responsible for leading the technical deployment and other necessary requirements for Lobster to be able to operate in the Spanish market. "Lobster is a very important project for the Group. I am convinced that as well as being a commercial success in Spain, it will create important synergies with Gibtelecom."

Lobster uses Telefónica coverage to provide the best quality national service, with the rest of the technological Infrastructure supplied by Gibtelecom.

The Customer Contact Centre, exclusive to Lobster, will have agents that communicate with customers in native English. It will provide a high quality service for the entire English speaking community, as well as handling calls and providing documentation in Spanish for those customers who prefer.

Lobster will launch a simple proposition of competitive and innovative tariffs, which will be announced shortly.

## **ABOUT LOBSTER**

Lobster is the first Spanish mobile operator for British expatriates, and other English speakers, who reside in Spain. Zinnia Telecomunicaciones, a Spanish company and part of the Gibtelecom Group, will be responsible for operating and commercially launching Lobster. Zinnia Telecomunicaciones has the financial and business support of Gibtelecom, the main operator in Gibraltar providing fixed lines, mobile and TV, as well as business enterprise services. The Group also has submarine cable and European fibre network investments, and runs data centres through its subsidiary, Rockolo Limited.

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