



Coms PLC

Partnership with Live Telecoms

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Coms plc
("Coms" or the "Company")

Coms Mobile strikes lucrative partnership with Live Telecoms

Coms (LSE: COMS) is delighted to announce an exciting partnership to supply the UK based African population with a SIM offering that offers extremely cost-effective calls between SIM and between countries.

Coms Mobile is providing Live Telecoms with a SIM only product offering called PhoneAfrika mobile. The brand will offer cheap call rates to Africans travelling to and living in the UK in order for them to call back home. It also allows Africans travelling anywhere in the world to make reduced price calls back to their homeland. This partnership will also allow Live Telecoms to access Coms' wider product portfolio including residential and business calls, lines and broadband packages and take its product to a much wider audience than has previously been possible.

This is now even more prevalent, with recent figures showing that in the last 10 years, the British population of Africans has doubled from 0.8 per cent to 1.7 per cent making a total of approximately 1 million in London. Live Telecoms is the latest organisation to partner with Coms and take advantage of Coms' innovative mobile service offering and complements Live Telecoms' global service provision.

The initial 2-year agreement will see Coms supplying Live Telecoms with 50,000 SIMs; 10,000 have already been delivered and are ready for use. The prospect of the contract is such that if the 50,000 SIMs reaches £20 per month ARPU (average revenue per user) this will be worth £12m of revenue for Coms per annum. The ARPU figure stated is within OFCOMs research into spend per month, per user. Additionally, Live Telecoms will be accessing another Coms company - Coms Media - by utilising their huge capability in marketing PhoneAfrika mobile's new solution.

David Breith, CEO for Coms explained: "We are delighted that Live Telecoms is partnering with Coms Mobile; Live Telecoms turned to us as they recognised that we are able to offer them reliability, marketing expertise, technical

support and that we have access to a large network coverage area. Furthermore, this is another global solution we are offering ensuring our comprehensive portfolio of services is reaching more and more people. This is lucrative for the business too, if full potential revenues for the business are realised this could mean £12m per year to Coms."

Victor Kisseih, CEO of Live Telecoms, said: "We chose to partner with Coms as we recognised that they matched our values and needs and that they are adaptable and innovative. This partnership means we can now take our product to market and is opening up a lot more doors for us."

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Notes to Editors

About Coms

Established in 2005, Coms is an end-to-end provider of telecommunications and IT services to business and industry. From hosted VoIP telephony to smart buildings to broadband to business infrastructure, Coms offers an unrivalled service built on innovation, passion and dedication. Unlike most VoIP providers, Coms does not rely on third party providers and we own and operate a UK based Carrier Class telephony platform. For more information, please visit www.coms.com.

About Live Telecoms

Live Telecom is a UK telecommunications group set-up in 2013 to provide mobile solutions across Africa, America and Europe. The company has a global presence across the world with products that include voice, data and financial services. Each product has been designed with modern telecommunications technology to add value to the consumer's experience. For more information, please visit www.phoneafrikamobile.co.uk

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