



Executive summary

BeeOne is a Swiss Telecommunications Company, specialising in prepaid telecommunications services since its start in 2000. Headquartered in Geneva, BeeOne staff includes European calling card experts involved in the industry since 1997. BeeOne products are sold at more than 9000 Points-of-Sale in Switzerland and Luxembourg. In 2006, the company became the No. 1 calling cards provider in the major Swiss distribution channels with revenues exceeding €10 million annually and more than 100 million voice minutes-per-year. In 2010, BeeOne entered also the emerging international calling from mobile market in Switzerland with its new brand MUCHO. MUCHO mobile is enabled by Swisscom Mobile network and represents a key milestone in BeeOne development strategy.

Vision

Become the swiss leader in international prepaid telephony services for immigrate end-users providing high quality services at the most attractive price ratio and thus preserve cultural and familial roots.

Mission

To create, produce and commercialize telecommunications services at the best quality/price ratio using mature technologies.

To become the preferred International Telephony Service

Provider for Major National Distribution Channels.

Keys facts

BeeOne is No 1 in the major swiss distribution channels. The major distribution channels work with BeeOne since his creation.

BeeOne exceeds 10 Mio € Revenue & 100 Mio Minutes per Year.

BeeOne calling cards are sold in more than 9000 shops.

BeeOne is a Swiss Facility based Telecommunications Company created in Oct. 2000.

Values

Customer oriented

Simple solutions

Long term performance

Professional

Legal

BeeOne's strengths for distributors

One stop shopping for a wide range of prepaid fix or mobile telephony products, answering to all consumer's needs.

Longterm partnership oriented

Competitive & Selective distribution programs

A successful marketing program that increases the customer retention's rate

Distributor's testimonials

"Since 2000, we decided to be supplied in prepaid calling cards through BeeOne Communications S.A. because they offer the **exact portfolio of services, our customers are looking for.** We were seeking the right prepaid calling cards specialist for a **long term partnership** in providing our clients the services they needed in one hand and for margin and revenue objectives in the other. We were right: BeeOne Communications is n°1 in our shops! BeeOne Communications S.A. is **efficient** and **reliable**. Indeed thanks to BeeOne Communications and their commitment, we have received an excellent service. BeeOne Communications values and personal touch are what makes its success. And it is always a pleasure to deal with BeeOne Communications team!"

Jean-Christophe Faré
Naville Service director
Naville Switzerland (Lagardère Group)

"Following the liberalisation of the Swiss fixed network telephony market BeeOne was one of the first providers Valora chose to work with. Since then this collaboration has developed into a partnership which for **over ten years has been based on trust, respect and professionalism.** BeeOne knew how to adapt and develop its products to changes in the market. BeeOne has also **made a major contribution to shaping the fixed network telephony market due to its exceptional sense of innovation.** The BeeOne platform stands out through its cutting edge technology and high degree of user-friendliness. Valora sells BeeOne products at all its own kiosks and convenience stores, and also offers them as a wholesaler to Valora's retail customers."

Claudio Tozzini
Vice President
Sales Promotions & Services
Valora AG

"As a public institution, the Swiss Post has high standards levels of selection for its suppliers such as: transparency, quality of the service, reputation, reliability. BeeOne Communications S.A. reaches our standards in every way! Working with BeeOne Communications S.A. since 2004 has been a great pleasure and a great satisfaction for our customers. **Trust, security, innovation and quality of the service** are the keys factors of success that makes BeeOne Communications S.A. a trustworthy prepaid calling card service in our 2000 shops. Last but not least, BeeOne Communications S.A. helped us contribute to a smooth transition from physical prepaid calling cards to etickets."

Corinne Blatter
Product Manager Fixnet & cards
Die Schweizerische Post (Swiss Post)

