

## **simyo founders out hunting again: Shark Holding to carry successful no frills mobile business model into new international markets**

**Based on their success the four simyo founders Rolf Hansen, Thomas S. Enge, Christian Magel and Andreas Perreiter are continuing their established partnership through Shark Holding.**

**Shark Holding / Düsseldorf 04th May 2010 – The four simyo founders, Rolf Hansen (former simyo CEO), Thomas S. Enge (former simyo CFO), Christian Magel (former simyo CMO) and Andreas Perreiter (former simyo COO) successfully launched simyo as Germany's first no frills mobile brand in 2005 and have since then built the KPN/E-Plus owned company to the world's largest internet based MVNO.**

Following the successful sale of their shares to KPN/E-Plus at the end of 2006 and the end of their earn out in 2010, the four simyo founders are going back into start-up mode one more time. With Shark Holding the four partners are aiming to roll out their original no frills mobile business idea into new international mobile communications markets.

The four serial entrepreneurs have chosen the Germany based Shark Holding as a platform to continue their partnership. The investment vehicle was initially used back in 2005 to start the successful joint venture simyo together with KPN/E-Plus.

Following the game changing launch of simyo in Germany in May 2005 the four simyo founder have been engaged in leading roles to facilitate and manage the successful roll-out of the simyo brand into four additional markets within the KPN portfolio.

According to KPN simyo today is the world's largest Internet based MVNO, with presences in Germany, France, Spain, The Netherlands and Belgium.

The proven success-formula of the four partners is to be continued: no frills mobile as business model of a new generation, with a fresh and unspoiled brand and a fair, transparent and affordable offer and outstanding customer service.

Regarding the future potential of their business model the four founders are positive, as the primarily Internet based business model helps to significantly reduce the costs of customer acquisition and service for mobile communications offerings. The four Shark partners are convinced that their model, which has been proven in Europe during the last five years, can be successfully introduced into a large number of new international markets.

The Shark team has identified a number of target markets with significant potential for the no frills mobile business model and negotiations with potential network operator partners and investors are under way.

Rolf Hansen, Partner and CEO of Shark Holding: “With simyo we have started the trend towards fair and customer centric mobile services offerings across Europe. Our entrepreneurial success has encouraged us to go back into Start-Up mode again. Following our fruitful partnership with KPN/E-Plus we are convinced that we will be able to make our model successful in new international markets and to be operational soon again.“

**About Shark Holding**

The Shark Holding GmbH was incepted by the simyo founders team in Düsseldorf in 2005 and served the four entrepreneurs, Rolf Hansen, Thomas S. Enge, Christian Magel and Andreas Perreiter as basis for their successful joint venture simyo with KPN/E-Plus. More information under [www.shark-holding.com](http://www.shark-holding.com)

**More Information.**

Ira Reckenthäler  
wildcard communications  
Tel: +49 - (0)2151 - 65 35 444  
Fax: +49 - (0)2151 - 65 35 445  
Mobil: +49 - (0)178 - 166 52 73  
Email: [shark@wildcard-communications.de](mailto:shark@wildcard-communications.de)  
[www.wildcard-communications.de](http://www.wildcard-communications.de)