



## **PRESS RELEASE**

**Podgorica, 1st March 2022**

# **NEW NAME ANNOUNCED FOR TELENOR MONTENEGRO - 'ONE' IS HERE!**

## **Key facts**

- **Telenor Montenegro brand completely changes to 'ONE' until the 1<sup>st</sup> of April.**
- **ONE represents friendliness, commitment, agility, and transparency.**
- **ONE with the support of its Hungarian owner, 4iG Group introducing an honest brand to the Montenegrin market.**
- **Our key focus will be on customer care, we are committed to give you customers best possible support.**
- **With bandwidth secured in last December the 4G network of ONE is developing and the spectrum suitable for 5G is also secured.**
- **Customers of ONE have no administrative task, except downloading the new mobile application.**
- **One will bring an immediate new prepaid package – One prepaid starting from tomorrow with great features and telco benefits. Subscription plans stay the same.**

**The brand of Telenor Montenegro is changed to ONE by the end of March 2022. The new brand represents friendliness, commitment, agility and transparency. During the transition all digital and non-digital visualization will be changed. The customer care of ONE should be best in class, that is our focus. The rebranding has been made along with the Hungarian owner of ONE, 4iG Group.**

The branding of ONE will be changed completely by the end of March, that includes the website, the application, the customer services, and shops. ONE will have a new domain, 1.me, however the old domain is still accessible. As a sign of renewal, the improvement of the customer experience and the development of services is to be expected. The name of the company shall change to ONE Crna Gora DOO from Telenor d.o.o. Podgorica, and the Telenor logo on the telephone switches to ONE until the end of March.

The general terms and conditions of services remain unchanged, the customers have nothing to do, except downloading the new mobile application. Tariff plans named Telenor shall be renamed on the 2<sup>nd</sup> of March due to rebranding, but the contractual obligations remain the same. New prepaid plans shall be introduced, that are tailored to the wishes of customers, the packages will be more transparent and clients receive more for the same amount of money. Beside better prices, an additional data usage of the Viber application is introduced, including VoIP. Subscription plans stay the same, however new plan offers will be introduced from the 1st of May, which will be open for the faithful and the new clientele too.



ONE will be the brand of truth, striving on sincere communication with the customers and partners. The new brand was designed with the Hungarian mother company of ONE, 4iG Group, the introduction of the new brand is based on honest communication to satisfy existing customers and attract new clients.

*“ONE symbolizes the number from which it all begins, and indeed, the mobile revolution in Montenegro started with us when the first mobile call was made through our network in 1996. Here we are 25 years later, and our company is the greatest ever have been. Empowered by the knowledge and experience of our new owner, the time has come to introduce a new, important chapter of our path. After the rebranding, ONE will provide the premium services our customers used to. We maintain and improve the quality of our services and customer care, this is emblemized by our straightforwardness. We are here, and we are staying here in Montenegro, the foundation of the provider is stable.”* – commented on the rebranding Branko Mitrovic, Chief Executive Officer (CEO) of ONE Crna Gora DOO *“With the successful spectrum auction in December, we are prepared to the future, that includes improving our network, and 5G connection.”* – added the CEO of ONE.

*“The success of 4iG is based on appropriate business relationships. We started as a small IT company almost three decades ago, and by now we became a large, international corporation listed on the Budapest Stock Exchange. Throughout our journey we learned that we always have to be straightforward to our customers. Our promises are always kept, because that is the only way to satisfy our partners in the long term. In addition to straightforwardness our presence on the stock exchange is a strong incentive to on honesty”* – pointed out Peter Fekete, the Deputy CEO for Strategy and Corporate Governance of 4iG Plc. *“This business model is validated by our offer of 360-degree IT services internationally. The Montenegrin team has our complete confidence. In the future we count on the management and support the developments, whether it is related to the branding or improving the network.”* – underlined the Deputy CEO of 4iG Plc.

The brand ONE represents friendliness, commitment, agility, transparency, and straightforwardness. The new brand has emphasized two colours: purple and yellow. Purple is used for the new brand, because it is easily distinguished in the telco markets and is associated with the values of care, wisdom and intelligence. This particular shade of yellow represents happiness and joy, which we would like to bring to our customers by our services. The ONE logo in telecommunication business represents the constant data flow, that is the very base of our services, the equal and meaningful communication with partners, and of course the number *one*, that is our name.