



## **Press release**

Budapest, 6 November 2024

### **A NEW ERA IN DOMESTIC TELECOMMUNICATIONS: FROM JANUARY, 4iG GROUP UNIFIES ITS TELECOMMUNICATIONS COMMERCIAL SERVICES UNDER 'ONE' BRAND**

***As ambassadors, Majka and Áron Szilágyi support the launch of the new brand and promote One's services***

- **4iG Group will merge its commercial telecoms services from 1 January 2025.**
- **Vodafone Hungary, DIGI, Antenna Hungária and Invitech's consumer and business telecommunications services will be offered exclusively under the One brand from that date.**
- **Vodafone Hungary Ltd. will change its name to One Hungary Ltd. as of January 1. In the second half of 2025, companies operating under the One brand will merge into One Hungary Ltd.**
- **Following the brand launch in January, One will provide integrated customer service and gradually renew its unified retail network.**
- **At the launch event, it was announced that, in addition to three-time Olympic and World and four-time European champion fencer Áron Szilágyi, Fonogram award-winning artist, songwriter and media personality Majka will also be involved in promoting One's consumer and corporate services as a brand ambassador in the coming years.**

4iG Group is entering the final phase of the complete renewal and consolidation of its telecoms portfolio. The Group announced at a press event that from 1 January 2025, it will withdraw the Vodafone, DIGI, Antenna Hungária and Invitech brands from the Hungarian market, and the companies will then provide their consumer and business telecommunications services under the One brand. In addition to the joint branding, the companies will also become legally one and will be merged into Vodafone Hungary's successor company, One Hungary Ltd. in the second half of the year. The move will create Hungary's second largest telecommunications company, covering the full spectrum of telecommunications services in the consumer, and small and large business segments. At the event, the main activities of the new telecom operator and the new brand identity were presented as well as the new brand ambassador, Majka.

#### **One comes with a renewed service portfolio and retail network**

Consumer customers will be able to access mobile and fixed data and voice services from a single operator, as well as unique content services from traditional TV to interactive digital content. From 1 January 2025, One will be the only Hungarian telecoms operator to offer RTL and RTL+ content to its customers, under the exclusive agreement with RTL Hungary.



One also offers a full portfolio of services for medium and large enterprise customers: in addition to traditional mobile data and fixed data and voice services, it provides monthly data centre and cloud-based and IT security solutions and is at the forefront of innovative technologies such as 5G private network solutions and IoT.

In addition to the service portfolio, the retail network will also be renewed: by merging the stores of DIGI, Vodafone and the former Invitel, One will offer its services in around 135 stores in 98 municipalities. An important change will be the integration of consumer customer services from 2025: customers of both DIGI and Vodafone will be able to access the same customer service phone number and digital platforms, such as a website and apps, which will already be operating under the One brand. Medium and large business customers - current Invitech and Vodafone Business customers - will also be able to manage their issues through a single customer service phone number, a website and a dedicated contact person.

*"With the creation of One, a new, dynamic player is emerging in the market, combining decades of experience and innovation from our leading telecoms companies. This will enable us to offer our customers even higher quality, integrated services. Our aim is to offer our consumer customers mobile data and fixed data and voice services, as well as TV and interactive digital content services from a single provider"* said **Tamás Bányai, CEO of 4iG Group's Hungarian commercial telecoms companies.**

#### **One's mission is to support moments of connection**

*"One is not just a new name, but a completely new approach to the Hungarian telecoms market. Our mission is to make every moment more fulfilling with our services and technology,"* said **Mohamed ElSayad, Chief Business Development & Innovation Officer at 4iG Group** at the press event. He gave a detailed presentation of the new brand identity, dominated by turquoise, black and white colours, with the brand name handwritten in a circular logo, symbolising a people-centric approach. One's slogan - *"Every moment counts"* - expresses the brand's core mission: to support all forms of connectivity through cutting-edge technology.

#### **Majka and Áron Szilágyi are both One's brand ambassadors**

4iG Group announced earlier that Áron Szilágyi, three-time Olympic and World, and four-time European fencing champion, has become a brand ambassador of the 4iG Group and One. With his exceptional athletic career and achievements, Áron perfectly embodies the values that One stands for: excellence, innovation and the pursuit of continuous improvement.

Another occasion for the event was the introduction of the new brand ambassador, Majka. One of the best-known media and national artists, Majka is constantly innovating and looking for new ways to bring something new to people and his audience. The collaboration will result in a range of creative content, as the innovative but people-centric approach is an important core value for the One brand.

#### **Existing customers have nothing to do right now**

At the press event, it was also pointed out that existing customers' contracts and services will continue unchanged during the rebranding process. Due to the rebranding, Vodafone and DIGI customers will



not be automatically affected by any package or tariff changes, and existing contract terms and conditions will remain unchanged.

**Background information:**

**The 4iG Group**

*4iG Plc, a majority-owned Hungarian company based in Budapest, Hungary, is the leading telecommunications and IT group in Hungary and the Western Balkans, and one of the leading companies in the knowledge-based digital economy. Listed on the Budapest Stock Exchange, the Group's fresh and innovative approach and its position as Hungary's leading IT systems integrator make it a leading business services provider in the region's digital transformation. 4iG's dynamic expansion strategy has made it a dominant player in the Hungarian and Western Balkan telecommunications markets. The Group is continuously expanding its services, expertise, and portfolio to meet the changing needs and demands of the telecommunications and IT markets. 4iG Group employs close to 8,000 people. [www.4iG.hu](http://www.4iG.hu)*

**More information:**

*Péter Elkán*

Group Corporate Affairs and Communications Director

[saito@4ig.hu](mailto:saito@4ig.hu)