

MyRepublic Launches Campaign to Become Singapore's 4th Telco, Opens Registration for Mobile Network Testing

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Since MyRepublic announced its plans to become Singapore's 4th telco -- one that would disrupt the industry with generous mobile data offerings -- there has been tremendous interest from Singaporeans, many eager to be the first to experience MyRepublic's mobile offerings and some who are simply curious about MyRepublic's progress.

To better connect with supporters and affirm its promise to serve as a better, more consumer-friendly telco, MyRepublic has launched the "My 4th Telco" campaign.

On the campaign's official website at my4thtelco.sg, interested people can register for news updates, register to test MyRepublic's mobility network, or simply put down their name as a show of support.

The People's Choice

The campaign is a response to a source of frustration for many Singapore mobile users: a disconnect between what the incumbent telcos are doing and what consumers want.

"Our current telco mobile plans are out of sync with how people use the internet today," said Yap Yong Teck, Managing Director of MyRepublic Singapore. "It's not just about people's data usage habits, fast and affordable mobile connectivity is critical to Singapore becoming a globally connected Intelligent Nation."

Under the “My 4th Telco” banner, MyRepublic hopes to garner and organise popular feedback and support, involve more people through events and user testing, and ultimately create a better informed mobility bid and stronger business case.

“Public support has been very positive and we want to show that we’re listening and appreciate the feedback,” said Mr Yap, “Ever since we announced our 4th telco plans, a large number of people have reached out directly to us through our call centre and on social media with encouragement.”

The first milestone event of “My 4th Telco” will be MyRepublic’s public mobility trial.

One Small Test for Mobility, One Big Step Forward

My Republic will be building an entirely new, small-scale mobile network infrastructure to test their mobile network solution in a designated area within the Jurong Lake District.

Up to 1,000 MyRepublic SIM cards will be given free to selected trial participants, which will enable users to use 4G services within the boundaries of the trial coverage area.

Participants in the trial will be required to submit constructive feedback and commitment to certain requirements, such using the MyRepublic mobile network in the area for a minimum number of minutes.

While the test area will be geographically limited, in the spirit of MyRepublic as “My 4th Telco”, there will be no limits on data usage for these Jurong Lake District trial participants.

“While the scale of this test is small, we’re excited to have the opportunity to work with the IDA in exploring the application of HetNet and small cell technology,” said MyRepublic CEO Malcolm Rodrigues, “This new technology promises better coverage and what we learn here will help us in planning for a nationwide mobile network roll-out.”

There will be no participation costs and anyone interested is welcome to sign up for this mobility trial now at my4thtelco.sg.



PRESS RELEASE

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About MyRepublic

Purpose-built for the fastest Next Generation National Broadband Network (NBN) in 2011, Internet Service Provider MyRepublic continues to redefine the standard of fibre broadband services in Singapore and the region. Having launched in New Zealand and soon Australia, MyRepublic continues to push the boundaries with its innovative and consumer-centric service offerings, with its latest sights set on the Singapore mobility market.