



## **lifecell launches 4.5G in Ukraine**

**March 30, 2018. A leader of the new Internet generation, lifecell launched 4.5G high-speed network simultaneously in the largest number of oblast centers in Ukraine. 49% of smartphones in lifecell network support LTE. For all subscribers to experience the benefits of a new Internet generation the operator gives one week 4.5G usage for free.**

Digital operator lifecell launched a network of the new standard in all oblast centers of Ukraine (except Donetsk and Luhansk) in the crowded areas. Today, for the third part of all cities of the country lifecell is the only operator having started to provide fourth generation connection services. In particular, these cities are Mykolaiv, Chernihiv, Zhytomyr, Rivne, Severodonetsk, Kramatorsk, Vinnitsya and Cherkasy, lifecell is the only operator providing fourth generation communication services. As a result of a well-considered bidding strategy, lifecell received the largest number of spectrum per user, which means the best user experience for operator's subscribers ensuring the operator's leadership in 4.5G services.

4.5G by lifecell is the fourth mobile Internet generation based on LTE Advanced Pro technology. This technology enables the operator to provide up to 5 times higher than 3G download speed and up to 10 times higher upload speed as well as ensuring immediate reaction of web sites and applications. For our subscribers, it means even faster data transfer, experience of using the best digital services, access to financial services, watching HD video with no delay, playing online games of any complexity, and more convenient remote work for business users. New technology will drive the further development of IoT, M2M, Smart City, e-Government, m-Health, "smart" house, etc.

Each lifecell subscriber will be granted a gift of one-week free 4.5G traffic usage. To enjoy the fastest mobile Internet in Ukraine, 4G/LTE SIM card (USIM-card) and a smartphone supporting at least 4G/LTE are needed. lifecell subscriber can check 4G readiness of his smartphone and SIM card by dialing \*445# short number and, by calling 5433 (for free), in My lifecell application or at <https://4g.lifecell.ua>.

Apart from 4G (LTE) standard support USIM has also other advantages - higher security protection and additional benefits. The key advantage is bigger volume of memory. You can save up to 500 contacts with expanded data (multiple contact phone numbers and email addresses) to USIM address book.

For subscriber convenience, lifecell will not design a special pricing for 4.5G traffic. 3G+ traffic and 4.5G will be charged the same way. Subscribers would be able to choose preferable technology by themselves in their phone settings.

Also, all the residents of oblast centers can try benefits of 4.5G and get special gifts at promotional events, which will soon take place in the central areas of all regional centers.

The detailed map of 4.5G coverage from lifecell can be found here <https://www.lifecell.ua/uk/mobilnij-internet/pokrittya/>.

The second wave of deployment of 4.5G in the 1800 MHz band is expected in July 2018.

For more details, please visit operator's website: <https://www.lifecell.ua>

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lifecell is Ukrainian digital operator providing true freedom of communication. With the help of the available high-speed mobile Internet, lifecell offers advanced mobile communication abilities for all users, regardless of age or knowledge of technology.

100% of the shares owned by the operator Turkcell - Turkish supplier of converged telecommunications and technology services. At the end of the year 2017, 3-month active subscriber lifecell base is of 8.0 million users.

As a digital operator and market leader in smartphone penetration, lifecell offers tariffs, digital services and products most convenient and profitable for users of "smart" devices.