

Press Release

Vip mobile New Year's donation

Vip and Astra together in fight against human trafficking

With a sum of 2 million dinars Vip mobile joins organized assistance to victims of human trafficking

Belgrade, December 15, 2011 – Vip will donate money for New Year's gifts for business partners and employees, as well as part of its income generated from New Year's and Christmas' SMS to non-governmental organization ASTRA, which is dedicated to fighting against all forms of human trafficking. Resources amounting to 2 million dinars will significantly help in strengthening all prevention activities against this form of crime which strikes more than half a million new victims each year.

Vip activated a short number 2001 for humanitarian purposes and invites its customers to support this anti-trafficking action by sending SMS in order to donate 50 dinars during next month.

"We are aware that most of modern societies are facing human trafficking problem, especially Balkan countries, because of their turbulent history and difficult economic situation. A fact that the number of human trafficking victims is rapidly increasing, where almost half of them are children, is very concerning. Having in mind such circumstances, we consider it is very important to raise public awareness and face the society with this problem. Our cooperation with ASTRA organization is oriented towards prevention and working with victims", Thanasis Katsiroumpas, President of the Management Board, pointed out.

Vip donation includes financial resources for the purchase of modern telephone exchange, and improvement of the SOS hotline for victims of trafficking, which will now be much more efficient and available for helping more people. Vip will work together with ASTRA to build a network of psychotherapists who will be responsible for providing assistance and support to victims of trafficking. The donation also includes purchase of an official vehicle for ASTRA that will be used for taking care and providing necessary medical services, psychological and legal counseling to victims throughout Serbia.

Since 2008, on the occasion of New Year's holidays, Vip mobile has supported through donations the most vulnerable communities, such as children without parental care, children with disabilities, and the blind and visually impaired persons in Serbia.

Additional Notes:

About Vip



From December 2006, Vip, member of Telekom Austria Group, provided licence for GSM 900/1800 and UMTS networks. Vip mobile offers full portfolio of mobile services for prepaid, post paid and business users, and has brought first BlackBerry® from Vodafone to Serbian market. Vip is the largest greenfield investment in Serbia until now, with the 676 million euro inked. At the end of September 2011, Vip had more than 1.5 million of active users and has employed more than 800 experts and managers. Vip is exclusive strategic partner of Vodafone in Serbia. For more information visit: www.vipmobile.rs

About ASTRA

ASTRA is a non-governmental organization dedicated to eradicating all forms of people trafficking, especially women and children, through a comprehensive approach to solving problems, and in order to eliminate this particular form of violence, affirming society free from all kinds of exploitation, violence, discrimination, economic and social inequalities. ASTRA realizes its activities through four programs: prevention and education program, helpline and direct assistance to victims, networking program and research and reporting program.

Kontakt:

Dragana Roter Crkvenjakov
Corporative Communications Director
Vip mobile d.o.o.
Telephone: +381 (0) 11 225 3010
Fax: +381 (0) 11 225 3002
E-mail: d.roter@vipmobile.rs