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Slovenia

Tell something beautiful. Si.mobil



In February 2001, mobilkom austria acquired majority ownership of the company, which began operating in March 1999 as Slovenia's first private mobile service provider. Since May 2006, mobilkom austria has held a 100 percent interest in Si.mobil.

Si.mobil, the second-largest mobile communication operator in Slovenia, grew its subscriber base by 3.3% to almost 590,000 customers in 2009, slightly improving its market share to 28.2%.

The fast-growing Slovenian market is characterized by intense competition between the five market participants. The mobile penetration rate remained virtually unchanged at 102.9%.

Si.mobil's tariff packages target young people, adults up to the age of 45 and small and medium-sized enterprises in particular. In line with the needs of these target groups, the company for example entered into a strategic partnership with Universal Music in order to offer special tariffs that include music downloads.

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