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Beyond ONE Partners with Enea to deliver pay-as-you-use data consumer promise for Virgin Mobile in Latin America

Colombia / Mexico / Chile – 28 February 2025: Beyond ONE, the global digital services provider and owner of Virgin Mobile operations across Latin America and the Middle East, has deployed Enea's cutting-edge Integra traffic management platform to drive data service innovation across Mexico, Colombia and Chile. Enea, a world-leading specialist in advanced telecom and cybersecurity software listed on NASDAQ Stockholm, provides technology that billions of people rely on daily when connecting to mobile networks or using the internet.

The implementation enables Beyond ONE to create new and innovative data services for users, improve the user experience in consuming data, and understand and optimize data flows to deliver fast network access for Virgin Mobile's over three million LATAM customers.

As a digital services aggregator, Beyond ONE is leveraging Enea's proprietary technology to deliver on its "pay only for what you use" consumer promise. The advanced classification engine identifies specific application usage patterns, enabling Virgin Mobile to develop personalized data plans that adjust automatically based on individual needs. The platform's real-time monitoring ensures smoother video streaming and consistent performance across all applications regardless of network congestion.

"Beyond ONE's strategy centers on empowering consumers in emerging markets with the same sophisticated digital experiences available in more mature markets, but tailored to local needs," said **Naorus Abdulghani, Group Chief Technology Officer, Beyond ONE**. "Enea's traffic management capabilities provide the technological foundation needed to fulfill our 'subscribe once, source from many, pay for what you use' model, which is radically transforming how consumers experience mobile services across our LATAM operations."

"Enea's traffic management software is the right tool to enhance, in real-time, user interaction with their mobile data," said, **Enea's SVP Network Solutions Business Group, Roland Steiner**. "It is all about a safe, secure and efficient digital experience and that is at the heart of our business as Enea."

Since its founding in 2021, Beyond ONE has rapidly expanded its footprint through strategic acquisitions of Virgin Mobile MEA, Friendi Mobile MEA, and Virgin Mobile LATAM, now serving customers across Chile, Colombia, KSA, Kuwait, Mexico, Oman, and UAE. The company's implementation of Enea's technology creates immediate advantages for Virgin Mobile customers across all three LATAM markets – Colombia, Mexico and Chile.

For additional details, please visit:

<https://beyond.one/>

<https://www.enea.com/solutions/traffic-management/>

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About Beyond ONE™

Beyond ONE is a digital services provider radically reshaping the personalised digital ecosystems of consumers in emerging markets around the world. We put people at the centre of everything we think and do, to create hyper-customized digital experiences that improve their lives and create a more inclusive, colourful and connected world for everyone. A subsidiary of private global investment company Piora Management Holding Dubai, Beyond ONE is headquartered in Dubai, and through its investments, operates in a number of countries around the world. Find out more at www.beyond.one

About Enea

We are a world-leading specialist in advanced telecom and cybersecurity software with a vision to make the world's communications safer and more efficient. Our solutions connect, optimize and protect communications between companies, people, devices and things worldwide. We are present in over 80 markets and billions of people rely on our technology every day when they connect to mobile networks or use the Internet. Enea is headquartered in Stockholm, Sweden and is listed on NASDAQ Stockholm. Visit us at enea.com