

BICS Enables International Expansion of Ring4 with Cloud Numbers as a Service

~ Leading US cloud numbers app RingMeMaybe rebrands as Ring4 ~

~ Enabled by BICS' Cloud communications solutions, Ring4 goes international, offering users smart phone numbers on demand ~

Brussels – Belgium, 16 March, 2017 – BICS, a leading international communications enabler, today announced a partnership with Ring4, a provider of smart phone numbers on demand. The partnership will enable the international expansion of Ring4's US-based app through the provision of cloud-based communications services to businesses and consumers in key markets across the world.

Following a rebrand, Ring4 has expanded its 2nd phone line service offering to the UK, Belgium, the Netherlands and Austria, supported by BICS' Cloud Numbers Service. There are also plans for the service to be made available in additional key regions in the coming months.

Ring4 has already distributed more than 200,000 numbers in the U.S, where it was previously known as RingMeMaybe. Among its services, Ring4 offers easy access to cloud phone numbers for business professionals, disposable numbers for consumers who do not want to share personal data, and local numbers for international calling, without the need for a local SIM. Ring4 uses connectivity over IP to enable cheap communications and provides a native experience for texting and calling on iPhone and iPod and iPads.

The partnership strengthens BICS' position as a Cloud Communications Enabler with one-stop-shop suite of communications solutions, including inbound, toll-free and mobile numbers that are easy to order, manage and troubleshoot. For businesses, the cloud communication offering reduces the Total Cost of Ownership (TCO) by minimising investments in physical equipment and infrastructure, while still providing the flexibility to scale services when required.

Using the BICS Cloud communications solutions, customers like Ring4 can offer instant provisioning of local Cloud Numbers to customers, in addition to benefitting from BICS' vast global network with direct connectivity to nearly all telecoms operators and digital service providers across the world.

"With a strong presence in the US market, the next step for our business is to offer our smart phone numbers service to an international audience," said Alex Botteri, CEO, Ring4. "The deal with BICS is a key enabler for this international drive as we reach more individuals in new markets; those who need an additional phone number but don't want to carry or pay for an extra phone."

"Digitalisation is powering the migration of communication services to the cloud and the benefits are clear for both businesses and consumers alike as they can communicate internationally for a lower cost and with scale,"

added Jorn Vercaemert, VP Communication Solutions at BICS. “The launch of our Cloud Numbers service as part of an end-to-end cloud communications offering will help realise these benefits, as it allows customers to offer all types of numbers, quickly and easily, providing cost savings and agility for their users, as demonstrated by Ring4.”

-ENDS-

About BICS

BICS is recognized in the wholesale communications market as a top global voice carrier and the leading provider of mobile data services. We aim at bridging the telecom world with the new unconventional communication providers worldwide.

Our innovative suite of solutions for Voice, Messaging, Data & Connectivity, Business Intelligence & Analytics, Fraud & Security, Roaming, Global IoT and Asset Monetization are designed to bring value to our customers' businesses.

BICS is headquartered in Brussels with regional offices in Bern, Dubai, Madrid, New York, San Francisco and Singapore. We also have a satellite office in Beijing and local representation in Accra, Cape Town, Miami, Montevideo, Quito, Nairobi and Toronto.

For more information visit www.bics.com

About Ring4

Ring4 is produced by yourVirtualSIM inc. founded in 2012 in San Francisco, California. The San Francisco, Calif.-based startup partners with Telecom carriers to create the next-generation IP-based virtual telephony platform. Ring4 makes the power of cloud telephony available to anyone with a smart phone.

With its previous app RingMeMaybe, yourVirtualSIM's cloud telephony technology has reached the top 50 of the US app store utility in 2016 and has been endorsed by tech observers such as Forbes, CBS news, and Fox Business.

The Ring4 app can be downloaded on the [App store](#)

For more information visit www.ring4.com

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