

doctorSIM

Press Kit

doctorSIM is a technology company that provides a wide range of savings solutions for the mobile phone industry and the global market leader in unlocking phones.

doctorSIM's mission is to support the user by providing clarity in an industry dominated by chaos and a lack of transparency.

In short, providing the solutions necessary for the user to take full control of their phone from the network providers and manufacturers.



doctorSIM

The more control you have over your phone, the bigger the savings!



doctorSIM Phone Unlocking Services

Unbeatable value for money.

Fast, safe and permanent.

Customer support 24 hours a day.

doctorSIM Phone Unlocking Platform for Resellers.



Phone Checks

Free and Premium IMEI checks.

Detailed information reports.

Fast and reliable.



Other Services

doctorSIM Savings

Advanced comparison tool for phone and broadband deals.

Calculates all costs and those to be paid by the user.

doctorSIM Phone Repairs



doctorSIM provides phone unlocking services which allow users to use their phone on any network in the world. Freedom to choose network providers has multiple benefits primarily saving money in the long run. Complementing these unlocking services are IMEI check services, comparison tools for managing and calculating savings on monthly phone bills, and repairs for all phone manufacturers.

A diverse distribution network is using their solutions, from telephone operators to large department stores. Currently, this allows **doctorSIM** to be present in over 100,000 points of sale in over 25 countries.

As a result of the growth of Mobile Virtual Network Operators (MVNO), as well as their fast and excellent customer support, doctorSIM is the global market leader in unlocking phones, having processed over five million phone unlockings worldwide in total.

Company Overview

Like many great ideas, **doctorSIM** is the result of the frustration three friends were experiencing trying to understand their monthly phone bills. Tired of the lack of transparency and mystery surrounding how much they should be being charged, they decided to do something about it by wresting control back from their network provider.

And so, in 2007 **doctorSIM** was born thanks to Hugo and Lidia Meana, and their close friend Alberto Pena. During a time when monthly phone bills including data charges were becoming popular due to the increased sales of smartphones, they decided to help users with their choice by developing a tool capable of recommending the most appropriate phone rate currently available on the market based on usage.

The company's early years were difficult having to adjust to a constantly changing market and fund the project out of their own pockets. In 2008, **doctorSIM** was nominated one of "the world's best 30 startups" by LeWeb and 2010 is the year of inflection in the company's short life: doctorSIM starts generating profits.

2012 is the start of a period of exponential growth thanks to the international expansion of their services in Latin America starting in Chile, Mexico and Argentina. The before and after moment is in 2013 with the presence of doctorSIM in a further 15 Latin American countries. The following year, it is the turn of the English-speaking markets as **doctorSIM** arrives in the US, the UK and the Republic of Ireland, as well as France. The result is a doubling of the annual growth rate between 2010 and 2015.

Currently, **doctorSIM** is expanding steadily in North America, as well as consolidating and growing in the different Latin American markets.







doctorSIM Phone Unlocking Services for individuals

Millions of unlocked phones and tablets that can be used with any network provider in any country. Extremely fast remote service which does not void the manufacturer's warranty. The success of doctorSIM Phone Unlocking Services for individuals is down to the quality of the customer service and support, as well as the excellence of the solution itself.



doctorSIM Phone Check services

Complementing our unlocking services are four phone checks using the IMEI number for customers wanting more information on their phone:

- **Premium Blacklist:** to find out if the phone has been reported due to loss, theft or unpaid bill (valid for all makes).
- **Original Operator:** to know to which network provider the iPhone is locked.
- **Locked/Unlocked Status:** to determine whether the iPhone is already unlocked.
- **iCloud Status:** to discover if the iPhone's Activation Lock is enabled or disabled.



doctorSIM Phone Unlocking Platform for Resellers

A custom-made solution for unlocking phones at the lowest price and with discounts for bulk requests aimed at freelancers and distributors. A white-label technology solution designed to make doctorSIM services available to any user.



doctorSIM repairs

A new service for repairing mobiles and tablets in under an hour. The user chooses the place and time for the repair at no additional cost. A top quality service using only original spare parts and certified technicians. Six months guarantee.



doctorSIM savings

For individuals, freelancers and resellers. An advanced phone rate comparison tool based on call, data, broadband and fibre-optics usage. Free, accessible from anywhere and at anytime with no hidden costs: rates are final with VAT included on all charges and minimum consumption permitted by the network provider.



Nominated one of
“the world’s best 30 startups”
by LeWeb in 2008



9 years in the mobile
phone industry



Present in 25 countries



Named one of the “100 Best Ideas
of 2007” by Actualidad
Económica



Over 5 million phones
unlocked in total



Present in over 100,000 points
of sale around the world



Customer savings of over
140 million euros

Hugo Meana

Co-founder and CEO



Hugo Meana (Madrid, 1975), Chief Executive Officer of **doctorSIM**, is one of those businessmen with entrepreneurship in their blood.

No sooner had he left Tufts University (Boston, Massachusetts), where he studied Computer Engineering and Finance, he founded his first company at the age of 22: Globile.com, a mobile e-commerce website where he put into practice everything he learned as a student.

In 2001, he started a new project leading the technology department of iTouch Movilisto where he was the Technical Director and Assistant General Manager for the south of Europe and Latin America.

After working on various other projects, in 2007 he co-founded **doctorSIM** along with his sister, Lidia Meana (Revaloriza) and Alberto Pena (LaBrujula.net; Movilisto), taking on the role of General Manager.

“I am proud to have founded two companies prior to starting doctorSIM with Lidia and Alberto. I learned a lot from those experiences and they made me a better leader”.

Lidia Meana

Co-founder and COO



Lidia Meana (Madrid, 1980), Chief Operating Officer of **doctorSIM**, showed signs at an early age of being a budding entrepreneur.

Even before she finished her degree in Telecommunications Engineering at Brown University (Providence, Rhode Island), she founded her first company: Ferrosity LLC, researching and developing new technologies.

Upon graduation from college, Lidia headed to New York to start her professional career in the financial consulting industry at MMG Partners LLC, where she acquired experience leading projects on strategic, financial and technology consulting.

At the age of 24, and now back in Spain, Lidia started her second company, Revaloriza, providing management consulting for small and medium-sized enterprises.

In 2007, she co-founded **doctorSIM** along with her brother Hugo Meana and Alberto Pena (LaBrujula.net; Movilisto), taking on the role of Chief Operating Officer overseeing the day-to-day running of the company.

“To be an entrepreneur one must be persistent, creative and restless”.

Alberto Pena

Co-founder



Alberto has diverse experience in marketing content, advertising, digital media and the internet. Having studied Business Administration at the University of Oviedo (Asturias, Spain), he founded several online publications and was Assistant General Manager of LaBrujula.net, an online newspaper.

After a number of years online, Alberto moved to the mobile phone industry where he worked in the area responsible for mobile content at Telecinco and founded Kunno Systems, his very own company dedicated to mobile phone services and applications.

Soon afterwards, Alberto became a member of the executive team at Movilisto where he took on the role of Marketing Director.

When Movilisto merged with the UK's iTouch, Alberto was handed international responsibility as Global Marketing Manager for the iTouch Movilisto Group.

Prior to co-founding **doctorSIM**, Alberto was Marketing Director for Spain at Pitch Entertainment Group Ltd.

“More than 60% of customers could save on their monthly phone bill without having to switch network provider, simply by changing their current rate and taking advantage of the appropriate discounts”.

Pablo Larguía

Advisor



Pablo is founder and Chief Executive Officer of La Red Innova, a community leader in innovation and entrepreneurial spirit in Latin America. He has the backing of leading companies such as Telefónica, Google, BBVA, Microsoft and Facebook.

Having graduated in Economics and specialising in Business Administration from the Universities of Tella in Argentina and Illinois in the US, he started his professional career as co-founder of the Bumeran project, an industry-leading website for employment seekers in Latin America.

He also actively participates in different kinds of award-winning cultural events and projects like Closer, Tricycle, Stomp and Joaquín Cortés; as well as productions receiving awards at international film festivals such as the San Sebastián International Film Festival or the Spanish Academy of Cinematic Art and Science's Goya Awards.

Pablo is a valuable advisor to **doctorSIM** due to his extensive experience as an entrepreneur.

“An entrepreneur needs to be persevering and understand that running their own company requires longer working hours and total dedication”.

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