



Pelephone expects to reach 100 thousand 5G MAX customers and will complete deployment in all major stadiums and concert venues in Israel by the end of 2025

Pelephone announced this at the Mobile World Congress in Barcelona, where Pelephone executives discussed network development and upcoming innovations in the sector with their counterparts from around the world. The service includes three dedicated plans starting from NIS 64.9 per month.

Pelephone's CEO: "This is a significant growth engine for the Company and demonstrates our commitment to leading the market by providing the most advanced technological services in the world"

March 4, 2025 – Pelephone announced today that by the end of 2025, 100 thousand customers will join the 5G MAX service, the advanced version of its 5G network. The announcement was made at the Mobile World Congress in Barcelona (MWC), which is attended annually by Pelephone executives, led by CEO Ilan Sigal.

At the same time, Pelephone announced that it has started massive deployment of the 5G MAX network in all major football stadiums and concert venues in Israel, scheduled for completion by the end of the year. The upgraded network will be deployed in stadiums such as Bloomfield in Tel Aviv, Teddy in Jerusalem, Sammy Ofer in Haifa, and Turner in Beersheba, as well as in concert venues such as Tel Aviv Exhibition Grounds, Zappa, Barby, Hangar 11, Live Park Rishon LeZion, Caesarea, Shuni, and Sultan's Pool.

5G MAX offers an enhanced customer experience, including more extensive data, higher traffic speeds, and network prioritization at peak times and at large events such as sports games and music concerts.

The service is based on an independent 5G core network established by Pelephone together with Ericsson Global, at an investment of NIS 50 million. Pelephone launched the network in Israel less than a year ago. Last September, Pelephone officially launched the 5G MAX service, which includes three dedicated plans for customers starting at NIS 64.90 per month.

The development of independent 5G networks around the world is one of the hottest and most talked about topics at this year's Mobile World Congress in Barcelona. At this year's conference, global telecom leaders are discussing how to accelerate the deployment of networks and to offer new services and applications to end users, as well as to business customers and sectors such as health, agriculture, autonomous vehicles, and smart cities.

"Reaching 100 thousand customers by the end of the year is not only a high numerical milestone, but also a demonstration of our commitment to providing our customers with the best cutting-edge technological services in the world," said Ilan Sigal, CEO of Pelephone. "Completion of 5G MAX deployment in all major stadiums and concert venues is expected to significantly enhance the experience for fans and spectators. We are constantly working to expand deployment in additional areas across the country. Pelephone is one of the first mobile operators in the world to deploy an independent 5G core network. Just as we introduced 5G technology in Israel, which now serves over 1.2 million of our customers, more than any other company in the country, we continue to lead technological innovation in Israel's mobile industry."