

PRESS RELEASE

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Gamma-backed telecom startup heads to Parliament as Britain debates children's online safety

New mobile model combines child-first technology with a give-back network that reinvests in schools and communities

13 June, London: [Gamma Communications](#) plc ("Gamma"), a leading provider of technology-based communication solutions across Europe, is supporting the next generation of child-safe technology as Rebel Telecom heads to Parliament this week to explore how purpose-built digital ecosystems can help safeguard children and foster healthier lifelong relationships with technology.

The briefing comes at a pivotal moment in the national conversation around children's online safety. According to [Ofcom, 94% of secondary school-aged children now own a mobile phone](#), with ownership rising sharply as children move from primary to secondary school. At the same time, the UK Government is considering tougher protections for children online, including proposals to restrict social media access for under-16s, reflecting growing concern among parents, educators and policymakers about children's relationship with technology.

While much of the debate has focused on limiting access, Rebel Telecom is taking a different approach: redesigning the entire digital experience. Its child-focused ecosystem combines a purpose-built smartphone, a child-first operating system, an intuitive Parent App that empowers families to guide healthy digital habits, and a purpose-led SIM service that gives back to schools and youth programmes. Together, they create technology designed around children's development, where healthier digital habits begin by design, not by restriction.

Built on Gamma's mobile virtual network operator (MVNO) platform, Rebel Telecom has quickly attracted the attention of Parliament. For Mike Mills, Managing Director of Service Providers at Gamma, the decision to support the startup wasn't simply about enabling a new MVNO. It reflected Gamma's belief that the best technology doesn't just connect people, it creates positive change. That shared ambition has brought together MPs, peers, educators and technology leaders to explore how innovation can play a role in improving children's digital wellbeing.

Unlike conventional child-safe devices that add restrictions to existing smartphones, Rebel's operating system has been designed from the ground up with children in mind. It removes unrestricted web browsing and social media by design, while allowing parents to gradually introduce features as their child matures. Schools can also switch devices into a restricted mode during the school day, helping support existing mobile phone policies.

The company believes technology alone is only part of the answer.

Every Rebel Telecom SIM plan - whether for families, individuals or businesses - enables customers to direct a percentage of their monthly spend towards a school, university, college or the YESS Foundation, creating a telecom model that reinvests directly into education, young people and healthier digital communities.

Mike Mills, Managing Director of Service Providers at Gamma, said:

"At Gamma, we've always believed technology should improve lives. When we first met Munur and the Rebel Telecom team, it was clear this wasn't simply another mobile proposition. It was an opportunity to use connectivity as a force for good.

"Supporting organisations with bold ideas is part of who we are, but what really resonated was the purpose behind Rebel Telecom. Their ambition to help children develop healthier relationships with technology, while giving back to schools and communities, aligns closely with our own values.

"We're proud that our MVNO platform has helped turn that vision into reality, and we're equally proud to see that conversation now taking place in Parliament."

Munur Shah, Co-founder of Rebel Telecom, said:

"This has never been about creating another mobile network. It's about creating an intentional digital ecosystem that educates and protects children, empowers parents, supports healthy development and gives back to the communities raising the next generation.

We believe technology should safeguard children. That means designing technology *for* children, not handing them adult devices and expecting them to adapt. Healthier digital lives begin with education and design."

"The invitation to Parliament reflects something much bigger than Rebel Telecom. It shows there is growing recognition that industry has an important role to play alongside parents, educators and government in shaping healthier digital lives for young people.

"Gamma believed in our vision from an early stage and gave us the platform to turn that vision into reality. Without that support, we simply wouldn't be where we are today."

The Parliamentary event marks the latest milestone in Rebel Telecom's growth, following its recent UK launch. The company is already working with schools across the country and has plans to expand its education offering, develop new device partnerships and take its model into international markets. Gamma will continue to support Rebel Telecom as it scales its services through its MVNO platform.

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About Gamma Communications

Gamma Communications is a leading provider of technology-based communication solutions across Europe. With over 2,200 employees and listed on the Main Market of the London Stock Exchange, Gamma helps organisations connect and collaborate through solutions including Unified Communications, voice enablement, connectivity, mobile and security.

Gamma's vision is a better-connected world – working smarter for the benefit of businesses, people and the planet. Selling exclusively to businesses and public sector organisations, Gamma's core markets are the UK and Germany, with additional presence in Spain and the Benelux region.

In the UK, Gamma serves SMEs through an extensive network of over 1,500 channel partners (Gamma Business). For larger businesses and public sector organisations, Gamma Enterprise engages directly to design, deliver, and support complex, integrated communications solutions. In Europe, Gamma has its largest presence in Germany, where it operates through a combination of a strong partner network and a self-service digital platform and is now one of the country's leading cloud communications providers, following strategic acquisitions.

For more information about Gamma and its full range of products and services, visit gammagroup.co.

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