

Yesim becomes an official member of the GSMA

Yesim, a global travel eSIM provider, has officially become a member of the GSMA, the international association that brings together mobile operators and organizations from across the global mobile ecosystem.



The membership brings Yesim closer to the standards, expertise and partnerships shaping the future of mobile connectivity. It will allow the company to follow important industry developments as they take shape and reflect them in its products and infrastructure sooner.

The GSMA plays a central role in developing industry standards and facilitating collaboration across mobile telecommunications. By working more closely with licensed operators and other participants in the mobile ecosystem, Yesim will be able to continue expanding its network, explore additional local connectivity solutions and strengthen the technological foundation behind its travel eSIM services.

For Yesim users, the significance of this milestone is practical. Closer industry collaboration and a stronger operator ecosystem can support broader coverage, more local connectivity options and a simpler, more reliable experience when using mobile data abroad.

Maintaining a strong customer experience while continuing to grow remains a key priority for the company. In June 2026, Yesim recorded a Net Promoter Score of +51.7, its fourth consecutive month above +50, based on 1,148 post-purchase survey responses. This sustained customer feedback reflects the company's focus on making mobile connectivity abroad simple, reliable and accessible.

GSMA membership marks another step in Yesim's development as a global connectivity provider and will support its efforts to continue improving the service for travelers worldwide.

About Yesim

Founded in 2019 and headquartered in Switzerland, Yesim is a pioneering provider of global eSIM connectivity and travel-tech innovations. With coverage in more than 200 destinations, Yesim empowers individuals and businesses to stay connected without physical SIM cards, offering wireless mobile internet with flexible data plans, virtual numbers and a secure self-service platform. The company's mission is to make secure, seamless connectivity accessible to everyone, whether at home or abroad. Yesim serves millions of users globally, helping them stay connected to enjoy life's meaningful moments.

For more information, visit <https://yesim.app/>

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