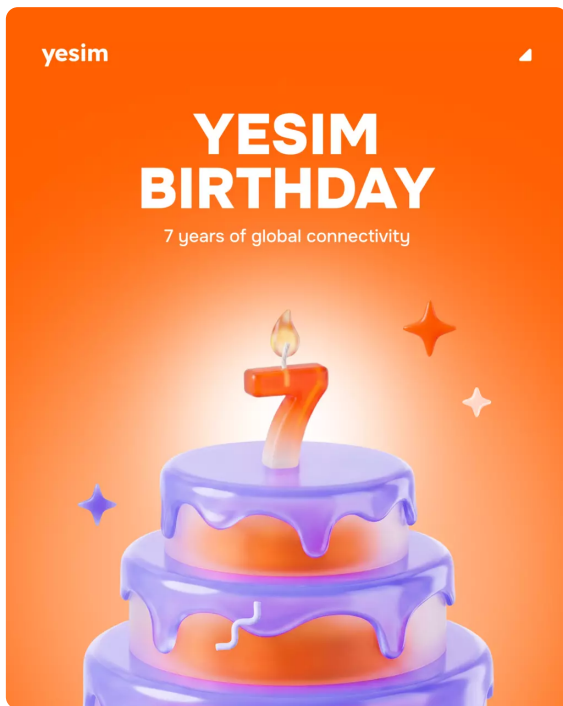


Yesim celebrates seven years of growth and innovation

ZUG (JUN. 7, 2026) Yesim is celebrating its seventh anniversary, marking a journey from an early pioneer in the travel eSIM space to a global travel-tech platform serving more than 3.5 million users worldwide.

Founded at a time when eSIM technology was still unfamiliar to most travelers, Yesim helped shape and popularize the travel eSIM category, contributing to the customer expectations and product standards that define the market today.



Over the past seven years, the Swiss-founded company has expanded its presence to more than 200 destinations through a network of 800+ carrier partners worldwide. Today, Yesim is recognized among the world's leading eSIM apps and recently became the first global travel eSIM partner of the NBA champion Milwaukee Bucks in its category.

Looking ahead, Yesim continues to invest in AI, predictive analytics and network intelligence as part of its long-term vision to evolve beyond connectivity into a broader travel-tech and telecom infrastructure platform. The company thanks its customers, partners and team members for being part of this journey and looks forward to the next chapter of growth and innovation.

About Yesim

Founded in 2019 and headquartered in Zug, 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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