

Press Release

October 11, 2006

## Safaricom selects Subex Azure for fraud management

Subex Azure Ltd, the world's largest vendor of revenue maximization solutions for telecom operators, today announced that it has won a contract to provide its fraud management system to Safaricom Ltd, the Kenyan mobile services provider.

Safaricom is the largest mobile operator in Kenya with a customer base of 4.4 million subscribers. The number of mobile phone subscribers in Kenya has risen by 41 per cent over the last year . Safaricom wanted a scalable fraud management solution to help it reduce and identify subscriber fraud on its pre-and post-paid services.

After a nine-month thorough tendering process that included technical demonstrations and reference customer visits, the Subex Azure Fraud Management Solution (SAFMS) was chosen. SAFMS is an advanced fraud management system in the telecom space, which enables operators to detect both known patterns and unusual fraud types in all environments – wireline (PSTN, ISP, VoIP), wireless (2G, 2.5G, 3G) across all services (postpaid, prepaid, VAS, MMS, m-commerce). SAFMS utilizes rules-based alarms and artificial intelligence driven pattern matching to identify unusual behaviour. It is highly flexible allowing operators to customize the configuration to suit their network and business requirements.

Eddie Irungu, Chief Risk Officer, Safaricom Ltd said: “We were looking for a solution which could easily integrate and provide us with the flexibility to manage our growing subscriber base. We were very impressed with Subex Azure’s track record of providing fraud management to operators in the region. By implementing the Subex Azure Fraud Management Solution, we will be able to further grow the business in the knowledge that we have a system that is capable of assisting us detect network fraud in an efficient and timely manner.

Subash Menon, Founder Chairman, Managing Director & CEO, Subex Azure Ltd said: “We are delighted to be working with, Safaricom, and this deal is a great endorsement of the versatility and effectiveness of SAFMS. Subex Azure has a strong presence in the African market, with over 20 customers in the region, and this new contract further cements this position.”

<sup>1</sup> [The Communications Commission of Kenya](#)

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## About Subex Azure Limited

[Subex Azure Limited](#) is the world's largest vendor of Revenue Maximization solutions for telecom operators. Subex Azure pioneered the strategic concept of a Revenue Operations Centre (ROC) - a centralized and integrated operational infrastructure to monitor, control and assure the integrity of the revenue chain. Subex Azure's RevMax™ is an integrated suite of best-in-class software solutions that power the ROC. Subex Azure counts amongst its customers, 23 of the world's largest 40 telcos and has a customer base of over 150 customer installations in more than 60 countries.

Subex Azure has offices in London, Denver CO, Bangalore, Beijing and Singapore.

## Forward Looking and Cautionary Statements

Certain statements in this release concerning our future growth prospects are forward looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, fluctuations in earnings, our ability to successfully integrate acquisitions, competition in our areas of business, client concentration, liability for damages in our contracts, withdrawal of tax incentives, political instability, unauthorized use of our intellectual property and general economic conditions affecting our industry.

For more information on Subex Azure, please visit [www.subexazure.com](http://www.subexazure.com)

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