

Press release

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SUBEX AZURE TO UNVEIL WORLD'S FIRST REVENUE OPERATIONS CENTER AT 3GSM WORLD CONGRESS

- Real-life scenarios to demonstrate how mobile operators can maximize their revenues

Bangalore, INDIA: Subex Azure Limited, a leading vendor of revenue maximization solutions for telecom operators, today announced that it will unveil a model Revenue Operations Center (ROC) at the 3GSM World Congress, taking place from 12th through 15th February 2007 in Barcelona.

The mobile sector is currently losing an estimated \$77 billion through avoidable revenue leakage¹, a figure which could well rise with the emergence of new content-based services. To combat this leakage, Subex Azure pioneered the strategic concept of a ROC, which is a centralized and integrated platform for operators to assess, address and correct all aspects of their revenue maximization processes.

The ROC affords operators centralized revenue monitoring and control via a set of dashboards and process workflows by integrating individual revenue assurance, fraud management and risk management solutions. This will allow operators to keep an eye on the financial performance (e.g. total revenue, ARPU, subscriber growth), revenue performance (e.g. revenue/ cost by category, revenue/ fraud loss) and operational performance (e.g. revenue/ fraud/ bad debt loss by root cause) across their networks.

“Revenue management is becoming increasingly important for operators offering next-generation wireless and wire-line services. With many services being delivered by third-party providers, an end-to-end approach to monitoring and protecting revenues will be required to deliver a greater customer experience,” said Norbert Scholz, Research Director at Gartner.

At 3GSM, Subex Azure will demonstrate how the ROC would work for a mobile operator with around 100,000 subscribers. The demonstration will illustrate a series of real-life

¹ ‘Operator Attitudes To Revenue Assurance 2006’ – Subex Azure/Analysys Research, 2006 and IT Fact Mobile Usage 2006

scenarios that mobile operators typically face and how the ROC would help address them. These scenarios will include:

- Managing increases in interconnect costs
- Revenue leakage on content provision
- Relaxed credit scoring leading to bad debt
- Internal fraud
- Rising customer complaints and rebates
- Handset theft

Subash Menon, Founder Chairman, Managing Director & CEO, Subex Azure Limited, said: “With the emergence of complex next-generation content services it is imperative that mobile operators maximize these potential revenues. The ROC is an innovative solution and will play a central role by providing an end-to-end view of revenue flows throughout the whole business.”

At 3GSM, Subex Azure will be demonstrating the ROC at Hall 2, Stand 2G01.

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About Subex Azure Ltd.

Subex Azure Limited (<http://www.subexazure.com>) is a leading vendor of revenue maximization solutions for telecom operators. Subex Azure pioneered the strategic concept of a Revenue Operations Center (ROC) for telecom operators, which is a centralized and integrated platform from which operators can assess, address and correct all aspects of their revenue maximization processes. Subex Azure’s Rocware™ is an integrated suite of software solutions that *powers the ROC*.

Subex Azure’s customers include 23 of the world’s 40 largest telecom companies by revenue, and it currently serves, or has served, over 150 customers spread across more than 70 countries.

Subex Azure has been chosen among the prestigious Deloitte Technology Fast 50 India 2006 and Deloitte Technology Fast 500 Asia Pacific 2006 lists of companies, a reaffirmation of its growth and leadership status.

Subex Azure has offices in Bangalore, Beijing, Denver, Dubai, Ipswich, London, Ottawa, Singapore and Sydney.

Forward Looking and Cautionary Statements

Certain statements in this release concerning Subex Azure's products, strategy and 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, market acceptance of Subex Azure's products and services, Subex Azure's ability to implement its growth strategy, competition in Subex Azure's areas of business and general economic conditions affecting the telecom industry.

For more information on Subex Azure, please visit www.subexazure.com

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