

About Subex

Subex Limited is a leading global provider of Operations and Business Support Systems (OSS/BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization and Service Agility - thereby enabling them to better operational efficiency to deliver enhanced service experiences to subscribers. The company pioneered the concept of a Revenue Operations Center (ROC) – a centralized approach that sustains profitable growth and financial health through coordinated operational control.

Subex's product portfolio powers the ROC and its best-in-class solutions enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect / inter-party settlement.

Subex's customers include 36 of the world's 72 biggest* telecommunications service providers. The company has more than 300 installations across 70 countries.

* Forbes' Global 2000 list, 2009

Subex's OSS/BSS Portfolio



Global Customer Snapshot

Americas

Bell, Claro, Comcast, Level(3), Nuvox, Rogers, Sprint, T Mobile, Telefonica, Telmex, Telus, Verizon

EMEA

BT, COLT, Orascom, Polkomtel, Saudi Telecom, Swisscom, Telecom Egypt, Telecom Italia, Telekom Slovenije, Telenor, Vodafone, Zain

APAC

BSNL, dtac, Idea, Indosat, Maxis, Reliance Communications, StarHub, Telecom Malaysia, Telstra

Facts at a glance

- Globally headquartered in Bangalore. Worldwide offices in Denver, Dubai, Ipswich, London, Ontario, Ottawa, Singapore and Sydney
- Total Subexian strength of more than 1200
- Leading provider of Fraud Management and Revenue Assurance solutions
- Pioneer of Data Integrity Management solutions
- Listed on the National and Mumbai stock exchanges in India. Global Depository Receipts (GDRs) and Foreign Currency Convertible Bonds (FCCBs) are listed on the London Stock Exchange

Executive Management Team

Founder Chairman, Managing Director and CEO	: Subash Menon
Chief Operating Officer	: Sudeesh Yezhuvath
Chief Technology Officer	: Mark Nicholson
Group President	: Vinod Kumar
Senior Vice President - Engineering	: Anuradha
Vice President - Human Resources	: Monisha Tambay
President - Americas	: Greg LeNeveu
President - EMEA	: Paul Skillen
President - APAC	: Sekharan Y Menon
Vice President - Finance	: Ramanathan J

Acquisitions

Syndesis Limited, Service Fulfillment Company: April 2007

Azure Solutions, Revenue Assurance Company: June 2006

Lightbridge Inc, Fraud Management Business Assets: October 2004

Alcatel Fraud Management Group, Fraud Management Business Assets: October 2004

Awards & Recognitions

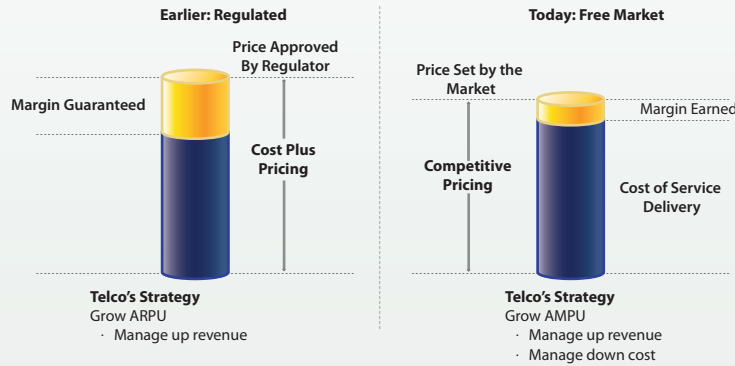
- Market Leader in Business Optimization in 2007 & 2008, Analysys Mason
- Rocware 2.0 picked as one of the top 3 global telecom software products in 2009, Light Reading
- Successful listing award at London Stock Exchange (LSE), UK Trade & Investment (UKTI) 2007
- Deloitte & Touche's Tech Fast 50 India 2007 list
- Deloitte & Touche's Tech Fast 500 APAC 2006 list
- One of the 8 most innovative Indian companies, NASSCOM (India) 2005
- Best Revenue Assurance Project for KPN, World Billing Awards 2005
- Most Promising Company award, Billing & OSS World Excellence Awards 2005
- Organization with Most Innovative HR Practices, India HRD Congress 2002

Fundamental shift in telecom business economics

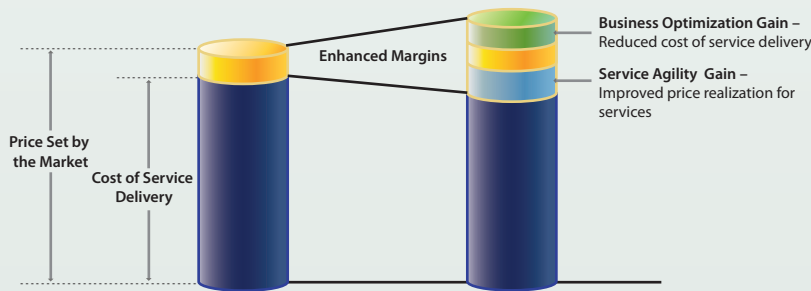
In today's de-regulated environment, service providers are under pressure to ensure sustained profitable growth by seeking breakthrough business practices. Their greatest challenge is to continuously improve Average Revenue Per User (ARPU) and Average Margin Per User (AMPU) notwithstanding reducing voice revenues, market saturation, increased competition as well as regulatory pressure to decrease charges. Service providers today are finding it difficult to retain existing subscribers, let alone acquire new ones.

Business Optimization + Service Agility = Enhanced Margins

Earlier, telecom operators used to operate within the confines of regulated markets where profits were assured and simply arrived at by adding the agreed margin on top of costs.



The market now decides the price. And margins, if any, are earned through efficient and agile operations. To survive and thrive in this environment, what CSPs need is a combination of optimized business operations and quick and efficient service delivery i.e. a combination of Business Optimization and Service Agility, to improve margins and increase market share.



Business Optimization is a sum total of

- protected revenues
- managed costs
- assured operations

Service Agility involves -

- faster time-to-market for new services
- automated zero-touch service fulfillment
- ensuring high quality and accurate service delivery

Subex's market leading OSS/BSS solutions are designed to deliver Business Optimization and Service Agility to a service provider and enable it to achieve improved margins and enhanced customer experiences. Subex's Managed Services portfolio delivers unmatched strategic and operational advantage ensuring significant, financial savings, lowered operational risks and enhanced business agility.



www.subexworld.com

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