

## About Subex

Subex Limited is a leading global provider of Business Support Systems (BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization - thereby enabling them to improve their operational efficiency to deliver enhanced service experiences to subscribers.

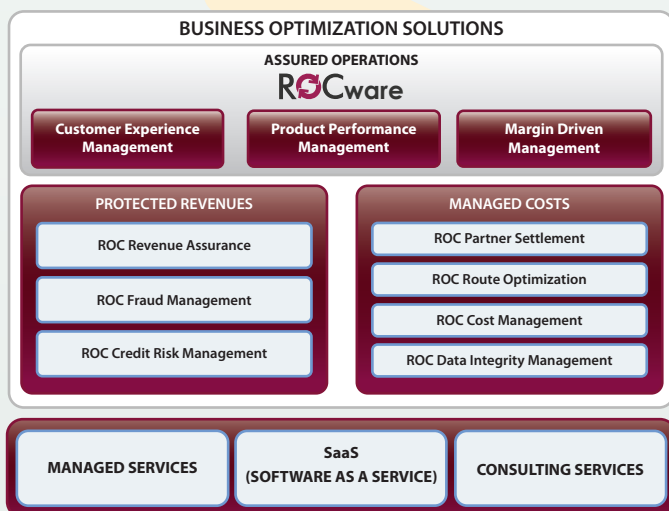
The company pioneered the concept of a Revenue Operations Center (ROC®) – a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex's product portfolio powers the ROC and its best-in-class solutions such as revenue assurance, fraud management, credit risk management, cost management, route optimization, data integrity management and interconnect / inter-party settlement.

Subex also offers a scalable Managed Services program and has been the market leader in Business optimization for four consecutive years according to Analysys Mason (2007, 2008, 2009 & 2010). Business Optimisation includes fraud, revenue assurance, analytics, cost management and credit risk management. Subex has been awarded the Global Telecoms Business Innovation Award 2011 along with Swisscom for the industry's first successful Risk Reward Sharing model for Fraud Management.

Subex's customers include 16 of top 20 wireless operators worldwide\* and 26 of the world's 50 biggest# telecommunications service providers. The company has more than 300 installations across 70 countries.

\*RCR Wireless list, 2010  
Forbes' Global 2000 list, 2010

## Subex's BSS Portfolio



## Global Customer Snapshot

### Americas

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

### EMEA

BT, COLT, Orascom, du, MTN, Saudi Telecom, Swisscom, Telecom Egypt, 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 Colorado, London, Singapore, Dubai, Ipswich and Sydney
- Total Subexian strength of more than 1100
- 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	: <b>Subash Menon</b>
Chief Operating Officer & Wholetime Director	: <b>Sudeesh Yezhuvath</b>
Group President	: <b>Vinod Kumar</b>
Senior Vice President - Engineering	: <b>Anuradha</b>
Vice President - Human Resources	: <b>Monisha Tambay</b>
President - Americas	: <b>Greg LeNeveu</b>
President - EMEA	: <b>Paul Skillen</b>
President - APAC	: <b>Sekharan Y Menon</b>
Vice President – Finance	: <b>Ramanathan J</b>
General Counsel	: <b>David Halvorson</b>

## Acquisitions

- Syndesis Limited, Service Fulfillment Company: April 2007
- Azure Solutions, Revenue Assurance Company: June 2006
- Sotas, Fraud Management Business: Sept 2006
- Lightbridge Inc, Fraud Management Business Assets: October 2004
- Alcatel Fraud Management Group, Fraud Management Business Assets: October 2004
- Magardi, Fraud Management: May 2001
- IV Generation, Telecom Software Consulting: January 2000

## Awards & Recognitions

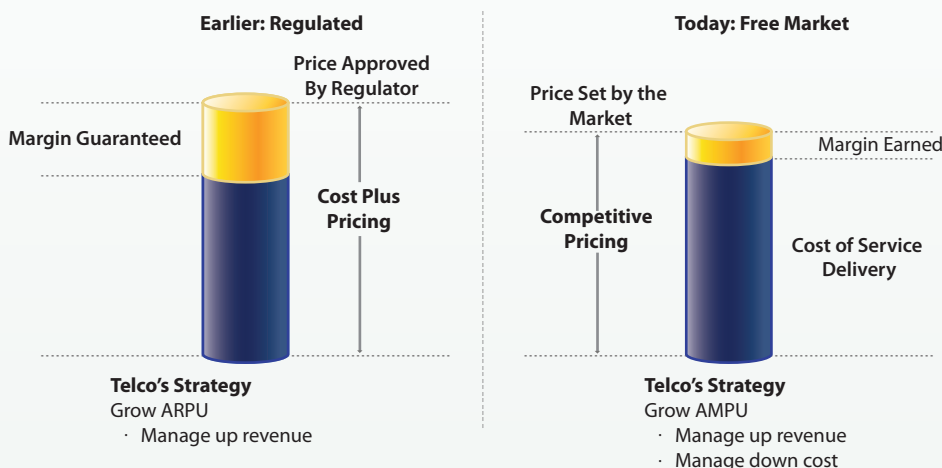
- Market Leader in Business Optimization for four consecutive years, Analysys Mason
- Awarded Global Telecoms Business Innovation Award 2011 along with Swisscom for industry's first successful Risk Reward Share model
- Rocware 2.0 picked as one of the top 3 global telecom software products in 2009, Light 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

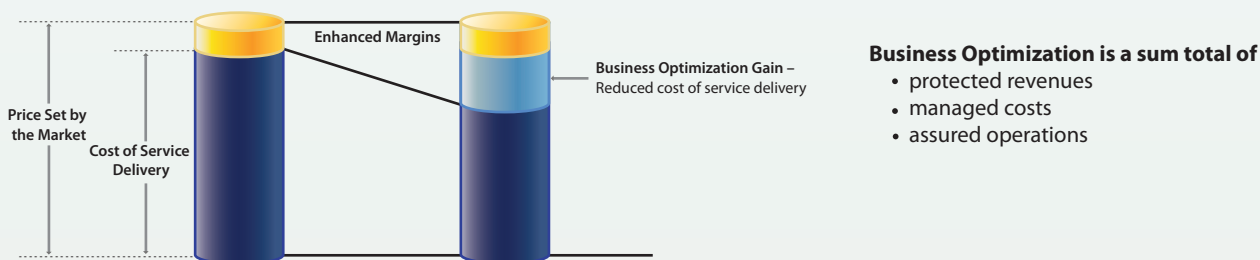
In today's de-regulated environment, service providers are under pressure to ensure sustained profitable growth by seeking breakthrough business practices. Their greatest challenge is to continuously improve Average Revenue Per User (ARPU) and Average Margin Per User (AMPU) notwithstanding reducing voice 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 = 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 assured operations. To survive and thrive in this environment, CSP's need optimized business operations. Subex's market leading BSS solutions are designed to improve margins and increase market share.



Subex's market leading BSS solutions are designed to deliver Business Optimization 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.



[www.subex.com](http://www.subex.com)

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