



For Immediate Release

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Defne Signs a New Deployment Agreement in APAC Region

Leading Mobile Operator in Nepal, Selects Defne's Roamers CallBack Solution

Istanbul, Turkey – September 16, 2015 – Defne (www.defne.com.tr), a leading provider of telecom solutions, software products and services for communications networks, is pleased to announce that the leading mobile operator in Nepal with over 12 million mobile subscribers in the country and roaming across Qatar, Saudi Arabia and Malaysia, has selected Defne's Roamers CallBack solution to deploy in its network. This deployment agreement is an addition to an already established business partnership between the two companies since 2012.

With the roaming service launched by deploying Defne's Roamers CallBack solution, the mobile operator is now able to offer its subscribers a cost-effective way to place calls when they are roaming outside its network. With this new roaming service, the mobile operator is able to keep its subscribers' communications on its network even while roaming, capture otherwise lost revenues while increasing subscriber satisfaction and loyalty at the same time.

Oguz Haliloglu, CEO at Defne commented: "Defne has worked in partnership with the mobile operator in Nepal for some years now in expanding their service offerings and increasing their market presence with innovative services. Defne's converged collect call solutions are supporting the mobile operator to launch new call completion services and enhance the communications experience of their customers. With the addition of Defne's Roamers CallBack solution, the mobile operator is now able to offer its outbound roaming subscribers a cost-efficient way to call their homes wherever they may be travelling. "

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Roamers CallBack solution allows subscribers, who are traveling outside the coverage area of their mobile operator, to place calls to their home network at cheaper rates avoiding costly roaming and interconnection charges. While abroad, the subscribers are now able to call their homes, offices and friends/family at much lower rates and the mobile operator is able to keep most of the revenues in its network.

“The addition of Roamers CallBack to the already existing collaboration we have with the mobile operator on our Converged CollectCall Suite is a proof of their trust in us and our solutions,” said Oguz Haliloglu. “The subscribers, who are traveling and roaming in other operator networks, are now able to place calls as if they are calling an international number from their home. With such a cost-effective solution, the mobile operator is able to keep its traveling subscribers on its network using its services, capture new revenues, and increase subscriber satisfaction all at the same time.”

Roamers CallBack service is easy to use since roaming subscribers keep their home network operator SIM cards and use home network services. Mobile subscribers can access the service through the USSD channel without monthly service subscriptions. With the new features that are being added to Roamers CallBack solution, roaming subscribers will also be able to place calls directly through a smartphone application.

About Defne

Defne, established in 1996, is a leading global provider of telecom solutions, software products and services for communications networks. Defne’s solutions enable network operators and service providers to monetize every potential connection beyond limits while enhancing subscriber experience. Backed up with professional and managed services, Defne offers a differentiated portfolio of innovative call completion, messaging, mobile marketing, roaming, filtering and OSS solutions. Today, more than 25 service providers across 20 countries serving over 500 million subscribers are driving revenue growth and increasing customer loyalty with Defne’s solutions and services. Expertise on IN, IVR, and messaging combined with a wealth of skilled resources, allows Defne to provide reliable and scalable solutions that seamlessly integrate with existing customer infrastructure.

Headquartered in Istanbul, Turkey, Defne has offices in Dubai, UAE and New Delhi, India. Defne ranked in the Deloitte Technology Fast 500 EMEA and the Deloitte Technology Fast 50 Turkey programs in multiple years. For more information about Defne and its solutions, please visit www.defne.com.tr.