



For Immediate Release

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Defne Launches International Traffic Router Solution

Mobile Operator in Europe to Deploy Defne's International Traffic Router Solution to Optimize International Call Routes and Reduce Operational Expenses

Barcelona, Spain – February 15, 2016 – Defne (www.defne.com.tr), a leading provider of telecom solutions, today announced the launch of its International Traffic Router solution that enables mobile operators to automatically and intelligently screen calls and reconfigure international call routes via different carriers based on cost, quality, traffic volume and or a combination of selected parameters. A leading mobile operator in Europe is already scheduled to deploy Defne's International Traffic Router in its network in April 2016.

International Traffic Router integrates with core network elements like Mobile Switching Centers (MSCs) and STPs to receive and route call traffic. The system can also integrate with the operator's fraud management systems for exchanging information on blacklisted numbers for incoming/outgoing call screening purposes.

"With Defne's International Traffic Router solution, mobile network operators will be able to optimize call screening and international traffic routing by automatically selecting the best route available based on pre-defined criteria by network administration," said Oguz Haliloglu, CEO at Defne. "At the same time, mobile operators will be able to reduce their operational expenses by routing calls via carriers with lower price levels, and by reducing the number of personnel needed for network switch management."

International Traffic Router offers a Web-based GUI through which all authorized administration personnel can access the system easily, define and manage optimum route selection parameters including destination number, network quality, interconnection costs, traffic volume, zone tariffs, user definitions, etc. The solution provides operators with routing and screening functionalities by analyzing A-number, B-number, time of call, and a variety of other flexible rules.

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The solution also offers advanced screen capabilities with its dynamic fraud detection algorithm that detects suspicious subscriber behaviors based on operator defined fraud case definitions.

Defne will be showcasing its International Traffic Router solution along with its differentiated portfolio of innovative mobile marketing, OSS, roaming, filtering, call completion, and messaging products at Mobile World Congress 2016.

Meet Defne Executives at:

- Mobile World Congress 2016, February 22-25, Stand 5G20 in Hall 5, Barcelona, Spain

Defne's online company press kit for MWC 2016 is available at <http://goo.gl/7AMuFY>

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.