



For Immediate Release

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Defne Academy Will Train Experts for the Information and Communications (ICT) Industry

With Wide Telecom Expertise in More Than 25 Mobile Network Operators in over 20 Countries Worldwide, Defne Founded "Defne Academy" to Educate New Professionals

Istanbul, Turkey – September 2, 2014 – Defne (www.defne.com.tr), a leading provider of telecom solutions, software products and services for communications networks, is pleased to announce that it has founded "Defne Academy" to contribute to the training of qualified personnel for the Information and Communications (ICT) industry. Through "Defne Academy", Defne is planning to accomplish joint projects and share its 20 years of global experience and technical know-how in the telecommunications industry with university students who want to specialize in this field.

The main goal of Defne Academy is to help eliminate the void in skilled ICT resources in Turkey and to support the education system in producing more qualified personnel. Through "Defne Academy", Defne will work with several universities in Turkey and will develop a mutually beneficial collaboration model that will allow bachelor, graduate and doctoral students of electronics and computer engineering faculties gain on the job expertise by working on its software research and development projects. Students who take part in Defne's projects and do research will be able to submit their work to their universities to comply with thesis and internship requirements. For new hires and interns, Defne is planning to give first priority to students who have previously worked on its projects through "Defne Academy".

"Availability of skilled technical resources is one of the main issues that Turkish ICT sector is facing today," said Oguz Haliloglu, CEO at Defne. "We initiated "Defne Academy" to support the

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education of human resources with skills and technical know-how that the rapidly growing ICT sector requires.”

Oguz Haliloglu added, “With “Defne Academy”, our goal is to provide on the job training and experience to at least 10 university students every year through our global software development and research projects. “Defne Academy” will be open to students from all universities. But since we are located in ITU (Istanbul Technical University) Arı Teknokent and enjoy the many benefits and innovative environment it provides, we have started our first collaboration with faculty members and doctoral students from ITU Electronics and Communication Engineering Department under the Faculty of Electrical-Electronic Engineering. As a company that exports software solutions to over 20 countries around the world, our expectation from our collaboration with universities is threefold; 1. To provide students with on the job training, 2. To help commercialize academic knowledge, and 3. To develop new technologies that are ready for deployment around the world faster and with more efficiency. Through this initiative, we hope to see the ICT sector in Turkey to move forward and play a leading role in the development and global deployment of innovative next generation telecommunications solutions.”

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, call management, messaging, and mobile marketing 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.