

October 18, 2016

To
BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

Sub: Press Release- Subex to host 13th Global User Conference at Jaipur, India

As per Regulation 30 of the SEBI (LODR) Regulations, 2015, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website on October 18, 2016.

Thanking you.

**Yours truly,
For Subex Limited**



Ganesh K V
Chief Financial Officer, Global Head-Legal and Company Secretary

Encl: As above.

For Immediate Release
October 18, 2016

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Subex to host 13th Global User Conference at Jaipur, India

Bangalore, INDIA – Subex Ltd, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs) announced that it will be hosting the 13th edition of its Global User Conference from 25th to 27th of October, 2016 at Jaipur, India. The 2016 User Conference will be attended by delegates from leading wireless and wireline operators across the globe.

Among the keynote speakers for this year's User Conference is **Shara Evans**, Technology Futurist and CEO - Market Clarity, who is widely regarded as one of the world's top female futurists, fusing her engineering background with an intuitive understanding of how society is likely to respond to new technologies. Also joining her are **Anthony Sani**, Executive, Group Revenue Assurance and Fraud Management at MTN Group, **Kanishka Wickrama**, Chief Financial Officer at Smart Axiata, and **Kevin Chuah**, Director Commercial Assurance at Optus, as esteemed keynote speakers for the event.

The conference is being chaired by **Eric Priezkalns**, Co-founder of Commsrisk formerly known as talkRA. Independent speakers include **Suzanne Hodges**, Director, Security Operations & Fraud Analytics at Charter Communication / Director at CFCA; **Shiva Sharma**, Director RAFA at Ooredoo Kuwait; **Roberto Morales Soto**, Project Manager at Telefonica Chile; and **Aditya Ghosh**, AVP IT at Idea Cellular.

The theme for the Subex User Conference 2016 will revolve around Digital Transformation in the Telecom Industry. The 3 day conference will showcase customer presentations and case studies and debate on current industry topics related to digital revolution through roundtable and panel discussions.

The 2016 Subex User Conference: **"Connect, Communicate, Collaborate"** will provide the perfect stage for our customers to understand current market dynamics and challenges and exchange thoughts on industry direction. An annual property, the



User Conference provides customers with an excellent opportunity to engage and learn from collective experiences while sharing best practices and feedback.

The '**Operator Excellence Awards 2016**' returns for its second run. The Operator Excellence Awards endeavors to recognise individuals and organizations at the forefront of the industry that are setting new standards of excellence and innovation in their areas. Esteemed judges on the panel includes Eric Priezkalns, Suzanne Hodges, and Mark Broom, Chairman, GSMA Fraud and Security Group. The awards will come in two categories:

- **Business Innovation in Risk Management.** The winners will be Telcos that can demonstrate they have pioneered and implemented new techniques and working practices in order to better mitigate risk
- **Outstanding Contribution to the Community.** This award will be given to individuals who have taken a leading role in collaborating and sharing best practices with industry peers.

The awards will be presented on the 2nd day of the conference on Oct 26th, 2016.

Vinod Kumar, COO, Subex Ltd. said, "The Annual Subex User Conference provides for an excellent platform for operators, futurists, media and analysts to exchange knowledge and discuss about the ever-changing dynamics of the industry. This year the event will focus around the theme of Digital Transformation in the Telecom world. With the digital revolution which is happening in the industry today, telecom operators across the world are posed with a host of new challenges, and more importantly, an incredibly large number of opportunities as well. We look forward to discussing and debating on this new trend with key and prominent minds from across the world.

We are truly humbled to have an opportunity to play host to some of the most prolific personalities in the industry. Moreover, we also look forwarding to hosting the second edition of the Operator Excellence Awards at the User Conference. This User Conference is extremely special considering that we get to host it in our home country, in the beautiful city of Jaipur."

- Ends -

About Subex Limited



SUBEX LIMITED, RMZ ECOWORLD, DEVARABISANAHALLI, OUTER RING ROAD, BANGALORE 560 037
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www.subex.com



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

The company pioneered the concept of a Revenue Operations Centre (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, asset assurance, capacity management, data integrity management, credit risk management, cost management, route optimization and partner settlement. Subex also offers a scalable Managed Services program with 30 + customers.

Subex has been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan and has been the winner of Pipeline Innovation Award 2013 in Business Intelligence & Analytics; Capacity Magazine Best Product/ Service 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award 2014 along with Telstra; in 2012 with Idea Cellular for Managed Services and in 2011 with Swisscom for Fraud Management. Subex's customers include 29 of top 50 operators* and 33 of the world's 50 biggest# telecommunications service providers worldwide. The company has more than 300 installations across 70 countries.

**Total Telecom Top 500 Telecom Brands, 2015*

#Forbes' Global 2000 list, 2015

For more information please visit www.subex.com

