DEFNE

For Immediate Release

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Defne Offers the Platform for Intelligent Real-time Marketing with Predictive Analytics

Defne's Intelligent Marketing Platform Addresses Mobile Operator Needs for Efficient Marketing, Subscriber Acquisition and New Service Upsells with Innovative Analytics and Targeting Tools

Barcelona, Spain – February 24, 2017 – Defne (www.defne.com.tr), a leading provider of telecom solutions, today announced that its Intelligent Marketing Platform that offers mobile operators a subscriber centric, next generation marketing system is now available on cloud infrastructure with advanced real-time interaction management and predictive analytics tools. Defne's Intelligent Marketing Platform collects and analyzes data from all subscriber touch points in real-time and accurately matches the most suitable service offer with the right subscriber, at the right time and at the right location. The platform can also be opened up to brand owners and enterprises for targeted campaigns.

The Intelligent Marketing Platform is an innovative next generation solution that increases marketing efficiency and reduces time-to-market of new/upsell service campaigns. It entices subscribers to try out new services at the right time with actionable, personalized and contextual campaigns allowing faster monetization of new revenue streams for mobile operators.

"Now is the time for intelligent, real-time marketing with predictive analytics. Mobile operators no longer have to deal with marketing campaigns that end up short of their maximum ARPU potential," said Oguz Haliloglu, CEO at Defne. "Defne's Intelligent Marketing Platform removes the barriers caused by fragmented legacy systems, difficulty in integrating data across multiple channels, lack of personalization and poor data quality. It equips mobile operators with the next generation marketing solution and enables them to offer the most suitable service/ad campaign to the right subscriber through the right channel based on real-time and predictive data analysis."

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Defne's Intelligent Marketing Platform:

- Manages real-time interactions
- Collects and integrates behavioral and transactional subscriber data from multiple channels including SMS, IVR, USSD, Web and Mobile Applications
- Segments and classifies collected subscriber data based on suggested or predefined attributes
- Creates a single customer profile with multiple perspectives (e.g. age, day of billing cycle, location, average monthly spend, prepaid/postpaid, data remaining, location, occupation, etc.)
- Integrates easily with third party systems for both collecting subscriber info and providing real-time on device offers with clear purchase and activation options
- Evaluates and manages all kinds of products/services offers and marketing campaigns towards all subscribers
- Offers predictive analytics to suggest new innovative service packages and campaigns
- Enables real-time reporting of campaign statistics and offers refinement as needed
- Supports cloud architecture and reduces operational costs and capital expenditures
- Increases subscriber acquisition, service pick up rate and revenues

Defne will be showcasing its Intelligent Marketing Platform along with its differentiated portfolio of "VAS on Cloud" solutions including call management, messaging, roaming, filtering, OSS/BSS and enterprise products at Mobile World Congress 2017.

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Meet Defne Executives for a demo of Intelligent Marketing Platform at:

- Mobile World Congress 2017, February 25 – March 2, Stand 5G20 in Hall 5, Barcelona, Spain

Defne's online press kit for MWC 2017 is available at http://bit.ly/MWC2017_Defne

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 management, messaging, mobile marketing, roaming, filtering, OSS/BSS and enterprise 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 Noida, 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.