



For Immediate Release

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Defne Appoints New Chief Marketing Officer and Chief Technology Officer

Appointments of Mutlu Bakacak as CMO and Ercan Fincan as CTO at Defne to Drive Growth and Technology Leadership

Istanbul, Turkey – January 19, 2016 – Defne (www.defne.com.tr), a leading provider of telecom solutions, software products and services for communications networks, announced the appointments of Mutlu Bakacak as Chief Marketing Officer (CMO) and Ercan Fincan as Chief Technology Officer (CTO) effective January 4th, 2016. These two key appointments will drive ongoing growth, innovation and technology leadership for Defne, as the company continues to expand its product portfolio and footprint globally.

As CMO, Bakacak will be responsible for the definition and execution of sales and marketing activities of Defne's innovative solutions globally. He will lead Defne's sales and marketing teams in strategic business development to identify and drive targeted areas of product and footprint growth with direct customers, partnerships and distribution channels. As CTO, Fincan will be responsible for the definition and implementation of all of the phases of the company's software development lifecycle, including research, design, development, customization and testing.

"2016 marks our 20th anniversary in the telecommunications industry. Over the years, we have built a reputation for product innovation and clearly understand the evolving requirements of our network operator customers and their subscribers," said Oguz Haliloglu, CEO at Defne. "With dedication to service excellence and innovation of niche products, Defne achieved a steady market growth globally. We are proud to announce the addition of Mutlu and Ercan to the executive management team. We are certain that their experience in the telecommunications market and already existing knowledge of our product portfolio will help us grow further while supporting our customers in monetizing new revenue streams."

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Formerly Regional Sales Director at Defne, Mutlu Bakacak brings more than 15 years of sales, marketing and management experience at leading companies in the telecommunications industry, including Eagle Mobile in Albania and Vodafone in Turkey. Mutlu Bakacak completed the MBA Program with a double degree in Marketing and Management at Yeditepe University in Istanbul, Turkey. He holds a Bachelor of Science degree in Industrial Engineering from Istanbul Technical University in Turkey.

Previously R&D Director at Defne, Fincan brings a wealth of management, R&D and technology experience in the telecommunications industry, including at companies like Siemens Telecommunication Systems and Sanor Bilisim. He is currently attending the Ph. D. program in Information Technology at the Istanbul Technical University (ITU) in Turkey. He holds a Master of Science degree in Electronics and Telecommunication and a Bachelor of Science degree in Electronics and Communication Engineering from ITU.

Meet Defne Executives at:

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

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.