

Symsoft and FRiENDi GROUP deploy Nobill MVNO Platform in Jordan

STOCKHOLM, Sweden, February 17, 2010 – **Symsoft, a leading supplier of real-time charging, messaging and mobile data solutions, announces with FRiENDi GROUP, the deployment of a complete Nobill MVNO platform in Jordan for the FRiENDi Jordan operation.**

FRiENDi GROUP launched its mobile services in Oman in April 2009, also based on the Symsoft Nobill MVNO platform, and is now establishing its next operation in Jordan. The FRiENDi Oman launch was the first MVNO launch (Mobile Virtual Network Operator) in the Middle East. Nobill MVNO, is a complete platform for charging, billing, provisioning and value added services delivery.

The Nobill MVNO solution enabled FRiENDi Oman to become the first and the leading MVNO player in the region, achieving a substantial subscriber base through the speedy execution of compelling campaigns, innovative product offers and value added services. The overall partnership with FRiENDi GROUP and the launch of MVNO platforms in the Middle East represent a prestigious addition to the large installed base of Symsoft's systems across the world.

"We are very pleased to have worked with FRiENDi GROUP on their recent launch in Oman. This partnership will be further enhanced with the deployment in Jordan, resulting in a joint FRiENDi GROUP and Symsoft MVNO footprint extending across the Middle East. We are reinforcing our commitment to the region, in particular our support to FRiENDi GROUP, to help sustain and further develop their position as the regional market leader in the MVNO space", says Bogdan Sacuiu, General Manager of Symsoft Middle East and Africa.

"It is of extreme importance to FRiENDi GROUP, as the region's leading MVNO, to have a technology partner that understands the business logics of both an MVNO as well as the more traditional mobile operators, and to be able to offer a flexible, robust and cost efficient solution. We found Symsoft to be an extremely reliable partner, both mastering the technology as well as demonstrating an excellent understanding of the local market conditions", says Kim Askjaer, CTO of FRiENDi GROUP.

The Nobill MVNO solution is an integrated solution for mobile virtual operators that want to have full flexibility and control over their product creation and service delivery. With support for voice and data services (such as SMS, MMS, GPRS, 3G), the platform bridges service delivery with a powerful charging system whereby the service provider can quickly create new products and campaigns to address and reach different customer segments. With the advantages provided by the Nobill platform, such as short lead times and a flexible rating framework, operators can easily promote new services and reward different subscriber actions such as account refills, high usage and usage of a specific service.



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About Symsoft

Symsoft is an international system and value added services vendor focused on generating competitive edge for mobile, fixed and IP based operators worldwide. Our main product areas are online charging and messaging. Renowned for its ability to deliver, Symsoft enables operators in an increasingly competitive world to improve both attractiveness and ARPU. All application solutions are based on the carrier grade Nobill platform which exceeds operators' requirements for business critical functions due to its modular platform architecture and innovative technology. Symsoft's customers include leading telecom operators such as Millicom, Polkomtel, Qtel, Saudi Telecom, Telefónica, Telenor and TeliaSonera. Founded in 1989 and headquartered in Stockholm, Sweden, Symsoft has local presence in four regions and operational systems in more than 30 countries.

For more information, please visit www.symsoft.com

About FRIENDi GROUP

FRIENDi GROUP, an innovative and dynamic group of telecommunications companies operating as Mobile Virtual Network Operators (MVNO) and Mobile Virtual Network Enablers (MVNE) across South Asia, The Middle East and Africa. The MVNO/MVNE model is a proven business model delivering significant benefits to mobile consumers and telecom operator partners.

Headquartered in Dubai, the FRIENDi GROUP management team include senior level team members from a variety of successful regional and global mobile operators as well as MVNOs. FRIENDi GROUP has a strong financial foundation and is supported by well-reputed and highly experienced global and regional shareholders.

FRIENDi GROUP will launch its mobile service to the Jordanian market during Q2 2010 and consumers can look forward to exciting, innovative and value for money products and services. This will be FRIENDi GROUP's second operation in the Middle East after launching the first MVNO in the Middle East in Oman during 2009.