



Company Profile

Telcotank has served 25 clients in 20 countries for the past 15 years. Telcotank is a service and consulting company in sales and marketing excellence business area.

Telcotank aims to provide competitive advantages for its customers by purveying proven, result producing, revenue and performance generator;

- ▶ Business solutions
- ▶ Innovative services and ,
- ▶ Business partnerships

with hands-on project management endorsed by the deep knowledge and the experience of our team. With the vision of “Solutions providing competitive advantages fortifies long term business partnerships”, Telcotank has targeted sustainable growth by know-how transfer and on site support by building a bridge across the world.



Business Areas

With the unique proposition of “We produce numbers”, Telcotank is active in the following areas:

Strategic & Tactical Implementation

Providing proven, result producing, hands-on consulting solutions for fixed and mobile operators and businesses and helping them achieve their full potential with deep knowledge and experience in the area of telecoms.

Commercial Execution Services

Revenue generating and high potential new services and products via strong partnerships with innovative & high tech companies with a specific focus on mobile networks.

Opportunity Creation

Leading investors and consortia to niche and emerging lucrative telecommunication business areas with a specific focus on mobile networks.



Company Credentials

Experience

Telcotank consultants, on average have 25+ years of experience of direct involvement in marketing, sales, brand management, international project and business development, service and product development, infrastructure procurement and contract management functions in leading telecommunication services organizations.

Some significant projects and operations led by Telcotank seniors are as follows:

- ▶ In charge of the management of the “health financing infrastructure model” project and a tender and signing process for 220 million USD loan facility agreement. The project was a consortium of Ministry Health and Social Security of a Government and World Bank PCU, and coordinated at level of the Minister and Under-Secretary of the Ministry,
- ▶ International investment project management with full authority and responsibility from tender to launch
- ▶ Structuring and building the value-added service organization of the market leader mobile telephony operator, managing road maps including charging model design and tariff definitions (over 100 services or product has been created and launched),
- ▶ High level management of infrastructure procurement and contracting process of leader mobile operator in Europe during building and growth period, implementing outsourcing project for operational productivity and efficiency (total contract value 3 billion USD)
- ▶ Preparing business and investment plans for Corporate and Business Services Digital Company, Relaunch of a Service Provider, Greenfield Call Center Operations Company, Global (Call Center Services), Greenfield Satellite Broadcasting Company and supporting for the implementations.

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Opportunity Creation Services



New Customers

We act as go to market partners to complete sales

▶ Approach

Telcotank has presence and strong relations in Middle East, Africa, Eastern Europe and Central Asian Republics of old Soviet Union . Corporate and governmental level contacts spanning 25 countries.

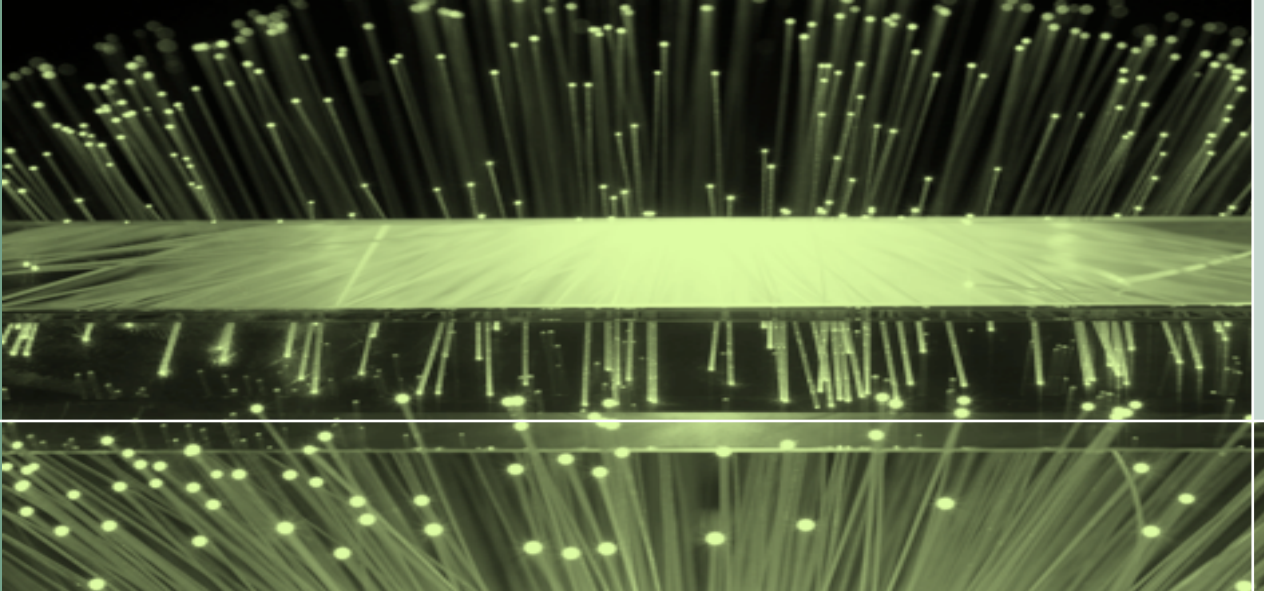
▶ Experience

The team has extensive experience reaching out to senior level and mid management level officials and developing long term relationships for the clients.

▶ Highlights

- ▶ Sales of \$6 million fraud system for a major carrier
- ▶ Sales of \$10 million equipment for a large corporate
- ▶ Sales of yearly \$2 million USD for 5 consecutive years

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Opportunity Creation Services



Innovation Boost

We create the energy to boost innovation in your organization.

▶ Approach

Telcotank has presence and strong alliances in Silicon Valley – San Francisco and the Bay Area on the West Coast and Silicon Alley - New York City on the East Coast .

▶ Experience

The team has extensive experience in creating and facilitating innovation and

Telcotank partners have been involved in 8 startups that challenged the norms of the world, furthermore

Telcotank team created internal entrepreneurial and inovative environments in large organizations.

▶ Highlights

- ▶ Integrated innovation culture in 5 large organizations
- ▶ Innovation visits to Silicon Valley startups and unicorns
- ▶ Executive training in Silicon Alley Universities
- ▶ World renown discussion partners , best sellers



Opportunity Creation Services



Greenfield

We define strong entry strategies complying with the market conditions.

▶ Approach

Broad start up experience gained launching new business for clients and for Telcotank consultants own investments have accumulated extensive experience for worldwide greenfield operations. Telcotank implements rapid greenfield operations exploring the market conditions of the country at hand.

Our services in this area are compatible with market conditions and comply with short, long term expectations and goals of the investors. Cultural and socio-economical structure of regions where we have gained experience and similarities are infused into potential greenfield companies DNA.

▶ Experience

Relations with numerous countries regulators, due diligence, networking, company establishments, licensing, investments and project management.

▶ Highlights

- ▶ Six company start-ups, three of which are market leaders, with a total worth of USD 8 billion
- ▶ Five due diligence projects
- ▶ Full project management for one operator
- ▶ Investment program support for 3 large businesses

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Opportunity Creation Services



Mergers & Acquisitions

We assess the value of opportunities in a multi dimensional manner.

▶ Approach

Telcotank has served as a council to investors in services industry since 2005 by advocating eligible business plans, preparing appropriate market entrance strategies, supporting full due diligence process and executing operations in transition and post merger periods.

Telcotank considers implication of local market dynamics and industrial trends and standards in valuation models to assess the right value based on market prospect, competition environment, regulations, customer behavior, brand perception, operational efficiency and sociocultural features.

Telcotank has a collaborative and agile field intelligence team to gather and deploy information fast in due diligence process.

▶ Experience

The team has extensive experience in 20+ countries where the very balanced cross cultural process management is required. In depth knowledge in services industry is an asset in inadequate or no info memo available cases in order to extract data and extrapolate business plans.

▶ Highlights

- ▶ Full due diligence of 6 businesses in 5 countries
- ▶ Field surveys in 4 countries and search of M&A opportunities in entire Africa region
- ▶ 4 finalized transactions
- ▶ 2.5 billion USD worth of business case



Commercial Execution Services



Marketing Operations Management

We put all marketing operations onto a balanced roadmap and take active part in delivering results.

▶ Approach

Telcotank offers result oriented services with the adaptation of new marketing trends to the environment and conditions where the operations take place, in addition to our experience in all areas of marketing from strategy building to market implementations.

Telcotank evaluates client credentials and adapts all marketing mix elements according to clients' marketing strategies.

- 1 Product propositions
- 2 Tariff creation
- 3 Retention / Loyalty Process
- 4 Acquisition campaigns
- 5 Marketing Communications
- 6 Brand portfolio management

▶ Experience

Successful implementation of several tariff revisions, numerous product launches including prepaid product offerings, VAS product launches, corporate market product offerings. Major acquisition and retention campaigns implemented as part of turning around market conditions. Marketing communications portfolio analysis and new portfolio implementation. Segment based retention approach.

▶ Highlights

- ▶ %50 churn reduction within 4 months period
- ▶ 8 major marketing launches in less than half a year, blocking the competition
- ▶ 500.000 new subscriber acquisitions with one major campaign within 2 months
- ▶ Brand positioning of youth segment club with new offering



Commercial Execution Services



Sales Channel Optimization

We help customers build the channel structure in order to deliver the best service at the best place with the best

▶ Approach

The network coverage concept has the highest customer perception in mobile telecommunication services, but the channel coverage is also essential to provide the best services.

Developing trustworthy partnership with dealer network to have a strong sales force requires efficient logistics infrastructure to make product and services available at the sales points in order to fuel acquisition/retention campaigns, cross sell, up sell operations. On the other hand a good compensation plan and program for dealer network should be established to sustain the channel loyalty.

Reorganization of the channel structure according to customer segments is required when the market is developing. These parameters should be taken into account while designing sales points. We develop sales organization, dealer network and corporate sales force coupling with marketing roadmap to accomplish AOP targets.

▶ Experience

Sales channel structuring for 4 operators. Corporate sales channel structuring for 2 operators. Sales point reorganization and redesigning for 2 operators. Boost in the number of new acquisitions and retention rates through tens of joint sales campaigns with all major handset manufacturers. Churn reduction through correct channel structuring. Increasing accessibility in the market through studies made for improving relations with the dealer network. Sales channel conceptual and architectural redesign.

▶ Highlights

- ▶ Increased daily sales from -5,000 to +10,000 in 4 months
- ▶ 20 new exclusive sales point agreements in 3 months
- ▶ 50% agility increase in acquisition rate
- ▶ More than 1,000,000 sales in first year
- ▶ 300,000 new subscribers in 3 months with one single sales campaign

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Commercial Execution Services



Corporate Marketing Services

We power the corporate services portfolio to acquire and

retain the most valuable

▶ Approach

Corporate Services should be positioned to preserve corporate customers, who constitute the most valuable segment of a client. Telcotank services include the development and offering of solutions that will diversify the services provided by companies to their corporate customer's as their solution partners and that will improve the efficiency of their business processes.

▶ Experience

Telcotank has senior hands on teams that have participated in the development and implementation of hundreds of services in all service platforms with tens of solution partners across three continents. Telcotank has created solutions especially for industrial and service company requirements. Work processes of companies in sectors such as insurance, banking, logistics, pharmaceuticals, civil works that generate high revenues have been positioned by Telcotank developed product offerings. Under the scope of these projects, ecosystems that consist of 3rd party application developers and service providers have been repurposed in many countries.

▶ Highlights

- ▶ Goto market approach as an integral offering process
- ▶ Portfolio consisting of more than 50 applications
- ▶ Ecosystem consisting of 40+ service providers and application developers
- ▶ A minimum 70% performance increase for the clients
- ▶ More than 100% increase in revenues in 2 years



Strategic Implementation Services



Organizational Restructuring

We believe organizational restructuring must be a company culture rather than a single time work.

▶ Approach

Every business must possess the flexibility to keep up with the rapid change and dynamism. Possibilities and requirements of the developing technology have forced businesses to abandon their static organizations and to develop themselves in order to survive.

Telcotank offers a senior and hands on team that is experienced in every function of an business at every stage of corporate life cycle : start up phase to full blown multi continent conglomerate. Telcotank has knowledge and experience for all stages of life cycle.

▶ Experience

By scrutinizing the work processes and company structures related to Marketing and Sales, which are Telcotank's core focus areas, as well as taking into consideration the efficiency maximization of existing resources, the restructuring of the org charts of many businesses that Telcotank works with, including the creation of task definitions and reporting processes, have been undertaken by our company. The structuring process takes into account of the market needs and conditions as well as the competition.

▶ Highlights

- ▶ 1 Marketing, 1 Sales, 3 Corporate Services departments restructuring
- ▶ 4 outsourcing operations
- ▶ Up to 250% performance increase



Strategic Implementation Services



Business Model Development

We design business models to pinpoint opportunities that will extend our customers' business

▶ Approach

Businesses feel the necessity to collaborate with other businesses in close proximity sectors to be more competitive. The scope of this service includes the configuration of the correct business model in the phases including correct addressing, analysis and implementation of requirements.

▶ Experience

MVNO developments in mobile industry, mobile marketing applications for agencies, mobile payment systems for banks, increasing revenue channels and retention rates of Internet service providers through 2 youth and 2 business community programs, fixed-mobile convergence projects

▶ Highlights

- ▶ Business volume of 10 million USD with 2 major banks within the first year of collaboration
- ▶ Business volume of 50 million USD yearly with 20 agencies
- ▶ Increasing the number of subscribers in a rate of 25% in 2 months through a youth community program



Strategic Implementation Services



Turn Around Implementation

We deliver solution packages to dispose of the analyzed problem
in phenomenal time scales

▶ Approach

Competitive market conditions may result in the need of emergency action packages for every business at different times. When such requirements arise, we rapidly implement emergency tactical maneuvers in order to stop bleeding and plan strategical action points to be carried out to address problem areas.

In such cases, experienced teams are quickly sent to the field and hands-on problem solution works are started with all diligence.

▶ Experience

A leader company lost its momentum in the market, could not react to customer needs and lost customers monthly to competitors for 11 consecutive months., Telcotank's immediate campaign and communication methods not only shocked the competitors and the market but also turned the trend upwards to positive acquisition balance.

▶ Highlights

- ▶ 8 major product launches in less than half a year in market that operated with one product offering for the past 8 years.
Two major acquisition campaigns in 3 months which resulted extra 6% market share
- ▶ A youth club launch is realized only in 3 months increasing the number of subscribers in a rate of 25% in 2 months through a youth community program
- ▶ 20 new exclusive sales point agreements in 3 months