

## **VoluBill Signs Multi-Million Euro Deal for Countrywide Deployment of Charge It with Major Mobile Operator in India**

London/Grenoble 23<sup>rd</sup> October, 2007: VoluBill, a leading supplier of real-time charging, control and monitoring applications for mobile data and content services, today announced that it has signed a major software agreement with one of India's biggest mobile operators. The multi-million Euro deal will provide the influential mobile provider with VoluBill's market leading Charge it™ technology, a solution that offers real time "on the network" mobile data charging. As part of the agreement, VoluBill's solution has already been rolled out across India for use in supporting the mobile operator's highly successfully WAP and SMS services and will be used for other high value data services going forward. The mobile operator is already one of the biggest names in the communications business in terms of subscriber numbers, and continues to grow at an astonishingly rapid rate.

"This agreement is one of the most significant deals we have signed," explains John Aalbers, CEO of VoluBill. "The size and complexity of the project, combined with the prestige of working with one of the most influential mobile operators in the world is a testimony to our growing reputation as a leader in our market. We have also successfully entered one of the world's biggest and relatively untapped telecoms markets. Now that India's communications sector has opened up to greater levels of competition, communications service providers - particularly mobile operators, are trying to find ways to profit in this new environment. Not surprisingly, one of the critical factors to success for operators is having the appropriate charging and usage monitoring solutions in place. Significant sums are being invested in these technologies, with the aim to rate & charge for services and simplify billing processes for operators, and to ultimately maximise revenue streams. Having signed this deal, the opportunity for us to grow in this crucial market is significant, and we plan to continue our expansion in what is arguably the most exciting telecommunications market in the world."

VoluBill's Charge it solution will support the mobile operator's range of data and content services across India. Charge it will also enable the operator to remain a pioneer in the marketplace by offering unprecedented flexibility in creating charging models and metrics for new and existing services.

“India continues to astound the telecoms industry with its unprecedented levels of growth,” added Aalbers. “VoluBill has been given a remarkable opportunity to contribute to the future of the country’s communications development, and we are confident that our collaboration with our customer and partners in India will be a tremendous success.”

A recent report from Gartner Inc. estimates that Indian mobile revenues will rise at an annual rate of 18.4 percent to 2011, generating a \$25.6 billion market - the largest in the world after China. In the second quarter of this year alone, India’s mobile service providers added close to 20 million new mobile subscribers, increasing the country’s total telecom base to over 225 million. Not surprisingly, this level of growth has fuelled strong double-digit revenue increases for India’s top five private operators, and has attracted significant investment from around the world.

**About VoluBill [www.volubill.com](http://www.volubill.com)**

VoluBill provides innovative “on the network” charging solutions to telecoms operators worldwide. VoluBill’s **Charge it™** and **Track em** solutions enable operators to:

- Offer real-time charging for any mobile service using any payment method
- Differentiate themselves competitively in the marketplace through innovative service bundles and unprecedented flexibility in charging models and metrics
- Realise rapid time to revenue for new product & service offerings through ease of implementation and “drop in” network integration
- Monitor, analyse and control subscriber activity across all data and content services in order to maximise customer satisfaction, as well as eliminating revenue leakage and fraud
- Transcend the boundary between the network and IT systems in order to achieve maximum flexibility and unlock the potential of real time BSS integration

Founded in 2001, VoluBill is a privately owned company, backed by strong International investors including Deutsche Venture Capital, Sofinnova Ventures, Sofinnova Partners, Argo Global Capital, Seventure and Xange.

VoluBill is a global company, with customers and offices in all major geographies as well as centres of excellence in Europe and Asia.

VoluBill is serving the needs of both emerging and established operators worldwide, with more than 200 million subscribers currently being supported around the world using VoluBill’s technology.

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