



PRESS RELEASE

Effortel accelerates its global growth with Saffelberg Investments acquiring a strategic stake in the company.

Brussels, 9 August 2016 - Effortel (www.effortel.com), a globally leading Mobile Virtual Network Enabler, announces an accelerated global expansion strategy with **Saffelberg Investments** (www.saffelberg.com), one of the largest and most active Belgian private equity funds, becoming a strategic investor in Effortel. Following Saffelberg's entry, both BNPPF and ING also agreed to support Effortel's international expansion.

Effortel, a Brussels-based telecommunications specialist, has been aggressively expanding across Europe, the Middle East, South East Asia and Africa in the past 9 years. Effortel provides telecom enablement services to blue chip corporations, with companies like Voo Belgium, Carrefour Belgium and Carrefour Taiwan, Vodafone, Globe (Philippines), Total, and Equity Bank (Kenya) among the customers. Effortel manages almost 3 million subscribers on its enablement platform.

Effortel provides turn-key telecom solutions for non-telecom companies and brands, which require launching their own mobile services. Effortel provides full managed service covering most of mobile operations' value chain, including billing, rating, business support systems and CRM. Effortel has launched 14 mobile virtual network operators across the globe. Effortel is also a recognized global expert in the field, as proven by Effortel's robust consulting services arm, with clients like Israel Post, Globe Telecom and Alon Group.

Jos Sluys, CEO Saffelberg Investments says: "Effortel's success in launching, developing and running efficient mobile virtual operators around the globe, as well proven technology and ability to operate in high growth developing markets attracted our attention. We believe that, as a new shareholder known for its long term commitments to our participations, we will provide Effortel with an opportunity to grow and expand even faster. The pipeline of opportunities looks good and Effortel's technology proves both highly competitive and differentiating in its specialized markets".

Arkadi Panitch, CEO of Effortel says: "A strategic shareholder like Saffelberg Investments is immensely important to our further growth, as it not only lends investment, but also credibility and support in business development, which is very important as Effortel aims to enter new markets like Latin and North Americas".



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About Effortel

Effortel is the only MVNE worldwide that has deployed and is running a centralized real-time IN system. It is currently integrated with 6 mobile operators across 7 countries (Belgium, Italy, Oman, Poland, Taiwan, Malta and Kenya) and 3 continents.

Currently, Effortel manages multiple MVNOs on its platforms - three MVNOs in cooperation with Carrefour (Carrefour Mobile Belgium, Carrefour Uno Mobile Italy and Carrefour Telecom Taiwan), as well as providing MVNE services to Daily Telecom in Italy, VOO in Belgium, Globe in Italy, Equitel in Kenya, Vodafone and Total Erg in Italy, Vodafone Malta in Malta, and Bakcell in Azerbaijan. Several other MVNOs including Carrefour Mova (Poland), FM Group (Poland), Samatel (Oman Sultanate) and Vodafone Bladna in Italy have been enabled by Effortel.

Effortel is a leading MVNO consultant with Tier-1 clients such as Israel Post, Alon Group (Israel), Globe (Philippines) and Eagle Mobile (Albania).

For more information and contact details, visit Effortel at www.Effortel.com

About Saffelberg Investments

Saffelberg Investments is an independent investment company with a +250 million EUR capital base. We focus on long term investments by taking both majority stakes and substantial minorities in fast-growing ventures through risk-bearing capital. Active across the globe, we participate in corporations operating in diverse sectors through equity and/or mezzanine financing. For more information and contact details, visit Saffelberg at www.saffelberg.com