

For Immediate Release

Contacts: Didem Karabatur
+90.212.2857575
+90.545.867.6787
Didem.Karabatur@Defne.com.tr

Defne Joins GSMA as Associate Member

Membership Will Allow Defne to Interact with more than 800 Telecom Operators Worldwide, as It Continues to Develop Innovative VAS and Mobile Marketing Solutions

Istanbul, Turkey – May 4, 2017 – Defne (www.defne.com.tr), a leading provider of telecom solutions, today announced that it has joined the GSMA, an association that represents the interests of mobile operators worldwide, uniting nearly 800 operators with almost 300 companies, as an Associate Member.



"We are proud to be associated with such an esteemed organization as the GSMA. Mobile has transformed the way in which we communicate, work and live," said Oguz Haliloglu, CEO at Defne. "With the increasing use of mobile and growth in connectivity, user-friendly value added services (VAS) and applications that offer personalized communications experience are key for operator success. We are dedicated to provide mobile operators with innovative VAS and mobile marketing solutions that increase operator revenues and subscriber loyalty."

Haliloglu continued to add, "Joining GSMA reflects our global focus on the mobile industry as well as our continued desire to work closely and collaboratively with operator and technology partners in the industry. We look forward to playing an active role as a GSMA associate member both in working groups and in GSMA events including Mobile World Congress which has been an important show where we've continued to increase our presence over the last 11 years."

Joining GSMA will ensure Defne's alignment with the issues operators face worldwide and their strategies for technology advancement and growth. The broad reach and wide organizational footprint of GSMA and its members will also be a great benefit to Defne allowing access to GSMA networking opportunities, knowledge databases, best-practice guidelines, industry intelligence and insight.

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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 management, messaging, mobile marketing, roaming, filtering, OSS/BSS and enterprise 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 Noida, 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.