mada

ABOUT MADA

MADA is a telecommunications provider offering high-quality international voice, wireless broadband, SMS and communications network services to mobile operators around the world.

Established in the year 2004, Mada footprint currently extends to Europe, the United States of America, the Middle East, and North Africa.

MADA has points of presence (POP) in major international telehouses in the United States of America (New York), the United Kingdom (London), Jordan (Amman) and Lebanon (Beirut).

Our dedicated and highly-skilled team of specialists consistently strive to introduce innovative and progressive technical solutions to stay ahead of ever-changing communications requirements.

VISION

To be recognized as the communications solutions partner of choice across the Middle East and North Africa.

ACTIVITIES

In addition to its long-term partnership with the Zain Group, MADA has established itself as a leading voice carrier in the Middle East and North Africa as well as a key player in the data and broadband industry in the region, having successfully launched operations in Kuwait, Jordan, and Lebanon.

MADA's long-established partnerships and strong alliances with international carriers enable us to offer world-wide voice and Multiprotocol Label Switching (MPLS) services.

MADA, along with its holding company, is a founding member of RCN (Regional Cable Network), a terrestrial fiber consortium extending from the city of Fujairah in the United Arab Emirates to Europe with a carrying capacity of 12.8 Terabits per second.

MADA's portfolio of activities is constantly expanding and currently includes:

1. International Voice Terminations
2. SMS Hub Provider
3. Satellite Services
4. Wireless Data Services
5. VAS for Mobile Operators
6. Mobile Services
7. Anti-Fraud Solutions: Voice, Data and SMS
8. Billing and LCR solutions for mobile operators
9. Mobile Apps: Voice, SMS and Video Conferencing
10. Project Management and Engineering Services

SERVICES

1. International Voice Terminations

MADA is a provider of direct voice termination in the Middle East and North Africa; its broad connections extend to over 100 destinations worldwide through a series of interconnected partnerships. We assure the best quality of service at the most competitive rates while utilizing the latest technologies.

MADA is a Federal Communications Commission (FCC) 214-licensed operator and has been expanding its global reach since its founding in 2004. We have established a presence in major International telehouses within the United States of America (New York), the United Kingdom (London), Jordan (Amman), and Lebanon (Beirut). These international points of presence allow us to interconnect to major mobile operators, international carriers, as well as peer with Tier 1s and ISPs in the United States of America and across Europe.

MADA ensures high quality termination through its own switching and network infrastructure as well as through its partnerships with several worldwide operators and international carriers.

With the current sharp drop trend in international voice traffic due to OTTs and applications, Mada is committed to invert this trend, stop churn and start increasing revenues from international traffic termination to further attract hard currency into the country by securing respective open corridors to mobile operators.

The open corridor model shall encourage mobile operators terminating traffic into the country with the ability to bundle and package international destinations which in turn is anticipated to motivate the subscribers to make international calls more often and longer while providing the operator with a competitive advantage to consequently maintain and increase its number of subscribers while enforcing further control and security to the inbound traffic into the country.

This strategy is being implemented by Mada in partnership with several operators in the region and favorably proved to be a successful resolution.

Our passion is rooted deeply in our desire to offer industry-leading services with respect to quality and customer support through:

○ Extensive real-time monitoring
○ Fast interconnection deployment
○ Network and team flexibility
○ A variety of direct destinations and interconnections
○ A highly-skilled staff

Our network's capacity, robustness, and redundancy, combined with our extensive bilateral agreements allow us to offer our client high-quality and uninterrupted voice communications to any international destination.

MADA also ensures that quality on its Voice over IP (VoiP) network is constantly monitored and proactively managed 24/7 in order toguarantee quality parameters are maintained; while benchmarking high-standard call completion and duration.

Our network flexibility delivers fast interconnection and opens up new market opportunities in the areas of telecommunications and information services in addition to offering our clients geographical diversity and additional redundancy

Our experience and competence in both TDM and VoiP interconnection, enables our clients to benefit from a reliable stream of communication services with the utmost convenience.

2.   SMS Hub for P2P and A2P Services

MADA offers premium SMS hubbing services, with large international coverage, for both Person-to-Person (P2P) and Application-to-Person (A2P) messages.

Our SMS platform and solution support the following:

- ○ IP-to-IP (SMPP, UCD, CDMA, LTE)
- ○ IP-to-SS7
- ○ SS7-to-SS7
- ○ SS7-to-IP

Our SMS hub also includes the following cutting-edge features:

- ○ Mobile number portability (MNP) support
- ○ Message segmentation support (for SMSes longer than 160 characters)
- ○ Per operator interoperability agreement control, through blacklists and whitelists
- ○ Routing and charging transparency assurance
- ○ Quality of service, usage, and performance reports
- ○ Anti-fraud and anti-spam control features and reports
- ○ Optional SS7 interoperability support for non-GSM operators

3.   Satellite Services

MADA designs, implements, and maintains satellite service projects on a full turnkey basis. We have experi- ence responding to Requests for Proposals (RFPs) by designing, installing, and implementing the solutions.

MADA also has the capacity to provide SLA for opera- tions as well as maintain their central hubs and remote sites including providing technical support, repairs, optimization, and network monitoring of satellite projects.

We also supply VSAT equipment from different manu- facturers through our relationships with multiple equipment suppliers and vendors. MADA's highly motivated team of experienced telecommunications and networking professionals are on-hand to advice on an array of comprehensive satellite technologies that clients may inquire.

hubs (9.3 m each) and over 100 remote sites located across the Northern and Eastern regions of the continent. Our VSAT offering includes:

- ○ Monitoring day-to-day network operations including troubleshooting and reporting
- ○ Continuous rollout execution to new remote sites
- ○ Testing and implementation of new VSAT technologies
- ○ Optimization of the existing network
- ○ Equipment repairs
- ○ Main hub and remote sites maintenance

We also act as a satellite capacity provider; offering capacity through a network of satellite operators while managing capacity provision including link budget calculation and preparation of transmission plans. Furthermore, we provide and manage IP trunk- ing and Internet services through major satellite operators in Europe, Africa, and the United

4.   Wireless Data Services ————————————————————————

MADA, along with its holding company, owns a wireless broadband service provider in Lebanon, and a number of additional new opportunities.

We ensure that customers have access to basic telecommunications services as we promote the deployment of advanced services in locations all over the Middle East and North Africa. Our network is reliable and performing at the highest levels. It offers fully-fledged end-user management and end-user services for maximum efficiency.

5.   VAS for Mobile Operators

MADA is an innovator and provider of value-added communications services. As a rapidly growing organization in the telecommunications sector, we provide virtual telephony-based solutions.

We help operators increase their revenue and satisfy their customer needs through our recognized ability to offer scalable, flexible, and cost-effective solutions.

5.   Mobile Services

Mada Mobile Services, Signaling and Roaming provide users with a consistent high speed data roaming experience

SIGNALING
O   LTE Signaling Exchange
O   SST Signaling
O   5G Signaling
O   Signaling Firewall

DATA
O   Data Roaming Exchange
O   IPX Transport
O   Regional Breakout
O   Policy Control

ROAMING
O   Dual IMSI Roaming
O   Roaming VAS
O   SoR, HHE, Border Roaming
O   Long-tail Roaming IOT trading

6. Anti-Fraud Solutions: Voice, Data and SMS

Routing internationally originated calls/SMSes as local ones through illegally installed gateways is one of the major methods of revenue embezzlement in the telecommunications industry.

MADA applies an integrated approach to problems arising from fraudulent call making; combining the powerful capabilities of Fraud Management Systems with the pinpoint targeted effectiveness of fraud voice traffic in order to ensure legal routing and prevent revenue fraud.

7. Billing and Least Cost Routing (LCR) Solutions and Consultancy for Mobile Operators ——

MADA's research and development department is constantly evaluating innovative solutions and software modules such as Billing and LCR systems to enable mobile operators to reduce costs and increase profitability across their networks. By analyzing both revenue and cost information associated with telecommunications traffic in near real-time, mobile operators can optimize network routing and identify capacity opportunities while ensuring that each call is captured, rated, and billed accurately.

MADA's consultancy services consist of:

○ Evaluation, assessment and recommendation of reliable, scalable yet cost effective IT software platforms and solutions
○ Business process optimization based on Mada's in-depth understanding and knowledge of telecommunications business processes
○ Full cycle of project building and management. On-time delivery while maintaining quality control. Deployment of state-of-the-art technology in terms of products and implementation techniques

8.   Mobile Applications: Voice, SMS and Video Conferencing

MADA has developed a number of mobile applications under its VAYA operation, allowing users to make calls over the Internet on any Wi-Fi or 3G/LTE connection.

VAYA fully supports RCS (Rich Communication Services) and is available as a mobile application in the Apple Store and Google Play Store for any iOS or Android client.

VAYA Out is a service that allows users to call any phone number at low rates, including landlines and mobiles, even if they are not VAYA users.

By registering a user's GSM number, VAYA offers numerous services including:

Free services:
- Registered contacts online
- Free online voice and video calls to registered contacts
- Free chats to online contacts
- Free exchange of media files
- Sending and managing voicemails
- Multiple registrations on different devices using a single account
- Integration with other social media (Facebook, twitter)
- Call forward and conferencing

VAYA Out services:

- International calls to all destinations at low rates
- Online recharges and credit transfer
- Direct Inward Dialing (DIDs) and Caller IDs from different countries

Further details concerning the operation can be found at www.vaya.com
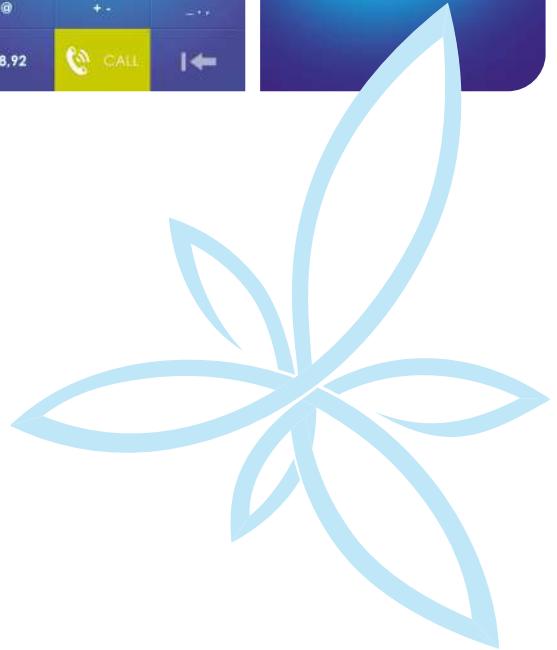
9. Project Management and Engineering Services

MADA offers end-to-end project management support in the telecommunications space, providing market analysis, preparation of feasibility studies, financial frameworks, execution, as well as assistance in commercial launches.

We also provide complete services in Project Engineering and Supervision, including surveying as well as developing solutions all the way through to handover.

MADA provides managed services and maintenance, and also manages and maintains networks on behalf of its operator clients. We ensure that all SLAs are adhered to and look to maintain Key Performance Indicators (KPIs) within acceptable ranges as directed by the client.

MADA also delivers support during the implementation and post-implementation phase of projects, and our team of telecommunications experts possesses vast experience in the necessary technical functions including transmission, switching, call routing, call rating, billing, reporting and customer support, and network management.

PARTNERS