

BASSET

Zain Group has chosen Basset Interconnect settlement & routing optimization platform

Stockholm 11 April 2013

Zain Group, a pioneer in mobile telecommunications in 8 markets across the Middle East and North Africa, today announces its selection of Basset, for the supply of a full Interconnect solution. Basset is one of the market leaders in interconnect billing, routing optimization and trading for the wholesale market.

Zain Group undertook a thorough evaluation of the existing systems in the market and found Basset's Interconnect product to be the most suitable to provide it with the best support for its future growth; both within Kuwait and in its other operating companies. Basset has previously worked with Zain in Jordan and Africa, which has driven positive results for Zain.

Important factors in Zain Group's decision process were the identification of a platform in which all involved parts of the organization are able to work together as a team in one system; from interconnect billing and routing functions to quality management. Zain Group found an integrated platform in Basset's product Interconnect; which uses one data model and one data source for all users where the complete team will benefit from using the same terminology.

Henri Kassab, Director Roaming & Wholesale Zain Group said: *"With the start of our strategic project we seized the opportunity to choose the best solution for our partner agreements and settlement management processes. We chose to implement Basset's Interconnect solution knowing Zain Jordan and our former operations in Africa have won great results from doing so. Additionally, we valued being able to work closely with Basset regional services team."*

Interconnect by Basset is a market-leading wholesale business management solution handling every kind of network traffic for local, regional and worldwide operators in a single, highly integrated platform.

Khalid El Hajji, VP & Regional Account Director for Basset MEA said: *"As operators grow, the wholesale business either becomes an important revenue-generator, or an expensive cost center. Interconnect by Basset offers all operators - local, regional and global - the opportunity to optimize their carrier-to-carrier billing and settlements processes and we are proud for the confidence put in us and our technology by Zain Group in yet another strategic project."*

About Basset AB:

Basset develops and implements billing solutions for the Telecom and Utility industries. We have 16 years of experience with installations in 70 countries. Our offering holds world class products and is designed for you to get the most out of investments already made. Our focus is on solving real problems and helping your business leapfrog the competition.

Read more at www.basset.com

About Zain Group:

Zain is a leading telecommunications operator across the Middle East and North Africa providing mobile voice and data services to over 42.714 million active customers as of 31 December, 2012. With a commercial presence in 8 countries, Zain operates in the following countries: Bahrain, Iraq, Jordan, Kuwait, Saudi Arabia, Sudan and South Sudan.

Read more at www.zain.com