



For immediate release

Michael A. Neuman named Executive Chair of global telecom, Telna-KnowRoaming

Telna-KnowRoaming Setting the Global Standard in SoftSIM technology and Internet-of-Things Wireless Network Connectivity

TORONTO, Ontario — February 16, 2017 — Telna-KnowRoaming announced today that veteran telecommunication business leader Michael A. Neuman has been named Executive Chair of the global telecom business. Neuman has a 30-year track record of starting and driving technology, telecom and broadcasting businesses from early stage through high growth and profitability in Canada, the U.S. and Europe. This addition to the executive team will help Telna-KnowRoaming deliver on its mandate to become the global standard for 'SIM free' Multi-IMSI wireless networks, providing low cost, SIM-free connectivity for *any* wireless device to *every* wireless network, worldwide.

"I am excited to be joining a hyper-innovative company that is delivering mobile SIMs as software with a preloaded app that integrates with Qualcomm or Mediatek baseband in any wireless device enabling the distribution of billions of SIMs at no cost, creating a new revenue opportunity for Original Equipment Manufacturers (OEMs) by providing connectivity for their smartphones, tablets, watches and IOT or M2M devices," said Neuman. "Telna-KnowRoaming operates a full wireless network and owns spectrum in the USA giving it international recognition and GSMA membership. The company's Multi-IMSI protocol, hundreds of roaming agreements worldwide, and dynamic billing API enables OEMs to provide network services without having to make any investment into network infrastructure – essentially making them service providers."

"We are thrilled to have access to Michael's global management and telecom expertise in our management team," said Telna-KnowRoaming CEO, Gregory Gundelfinger. "The world's smartphone, tablet and IOT OEMs are under enormous pressure to create new revenue sources and our technology provides that. KnowRoaming SoftSIM technology has no distribution costs and is activated through a preloaded app, which eliminates the requirement for a physical SIM card. The company has used the technology to offer low cost roaming to its enterprise, consumer and wholesale customers (MVNOs). These applications alone have enabled KnowRoaming to contract for distribution of more than 300 million SoftSIMs over the next three years. The company's largest opportunity now materialising is M2M and IOT, where the advent of the SoftSIM together with our Multi-IMSI network offers significant cost, distribution, management and connectivity advantages to networks and end users. SoftSIM also enables mobile networks to participate in the vast roaming opportunity in their prepaid customer base, which is 77% of all wireless users globally."

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About Michael A. Neuman - Michael Neuman is Managing Director of Elevest Corporation, a consulting firm engaged in the provision of capital and management resources to early stage technology companies. Mr. Neuman has enjoyed a thirty year C-level executive career in roles spanning business-to-business and consumer products and services in Canada, U.S. and Europe, in public and private companies ranging from start-up to Fortune 500. Mr. Neuman has led companies through significant change including turnaround, reorganization, sale/merger as well as very high growth in satellite TV, internet and wireless. Mr. Neuman's previously held President or CEO positions include EchoStar Corp.; Bell Mobility; Bell ExpressVu; iaxis inc.; Teleglobe Europe; WorldLinx Telecom; Cerberus Canada and V Band Corporation.

About Telna

Telna is a US-based GSMA member and full mobile network operator that provides international roaming with top-tier owned and partner networks worldwide. Telna offers the lowest access rates through its innovative Multi-IMSI technology that can be leveraged by MVNOs, MNOs, OEMs, enterprises, and consumers. Telna's core offering is its trading platform, which enables mobile networks to offer access to their roaming agreements and generate additional revenue. Through Telna's platform, customers gain worldwide access to the lowest rates, so networks, people, and devices can enjoy mobile connectivity beyond borders. Learn more at www.telna.com.

About KnowRoaming

KnowRoaming delivers truly end-to-end solutions for global connectivity. For consumer, corporate, and enterprise customers, KnowRoaming offers flexible delivery mechanisms, customizable management platforms, and a global mobile network. KnowRoaming launched the world's first Global SIM Sticker in 2013 and has since developed new industry-disrupting innovations: the KnowRoaming IoT Connect, the KnowRoaming Global Hotspot, the KnowRoaming SoftSIM Platform, and the KnowRoaming SIM Card. Each product includes fully transparent, real-time management tools that can be tailored to customers' needs. KnowRoaming has coverage in 200+ countries at rates up to 85% lower than carriers. KnowRoaming is a technology company focused on innovation and customer experience. Learn more at www.knowroaming.com.

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Meet Gregory and Michael at **Mobile World Congress in Barcelona** by pre-arrangement or at the KnowRoaming booth: **Hall 1, booth 1A7**.

Attached: Backgrounder - Michael A. Neuman

BIO - Michael A. Neuman

Michael Neuman has enjoyed a unique and successful career in C-Level executive leadership roles spanning B-B and consumer products and services based in Canada, U.S. and Europe, in businesses ranging from start-up to Fortune 500. Mr. Neuman has led companies through significant change including turnaround, re-organization, sale/merger as well as very high growth in satellite TV, Internet and wireless, cornerstones of today's digital economy.

Michael Neuman is Managing Director of Elevest Corporation (www.elevest.ca), a firm engaged in the provision of advisory services to technology companies, following a 25 year career operating companies in North America and Europe. Prior to Elevest, Neuman was CEO of MEC Corp., to undertake a turnaround and restructuring. Before MEC, Mr. Neuman was President and COO of Fortune 300, EchoStar Communications Corp. (NASDAQ: DISH) in the United States, the second largest satellite TV operator in the U.S. and President of Bell Mobility, a major Canadian wireless telecom company.

During his tenure at Bell Mobility, the company enjoyed unprecedented growth relative to competitors in the Canadian wireless industry, leading the market in net additions, share growth, service revenue growth and EBITDA, while improving churn to the lowest levels of any nationally operating wireless company in North America. Neuman oversaw the first significant data growth in wireless including acquisition, licensing and distribution of multimedia communications and entertainment services on wireless devices. With Sir Richard Branson, Mr. Neuman initiated the Virgin Mobile MVNO in Canada, bringing that successful business to market in 2005. Neuman was a member of the Board of Directors of the Cellular Telecom Industry Association (CTIA) of America.

Mr. Neuman held the post, President EMEA with Teleglobe in London in 2001 and prior to that was the CEO of early stage European telecom operator iaxis, which built a 12,000 mile fiber network through the major capitals of Europe, prior to its sale in 2000.

From 1995 through 1999, Mr. Neuman formed and led the fund raising for ExpressVu, a satellite TV venture in Canada which launched a consumer satellite TV service nationwide in 1997. Under Mr. Neuman's leadership, ExpressVu (later, Bell ExpressVu and Bell TV) became the fastest growing broadcast distributor in Canadian history and is now the third largest broadcaster among cable and satellite operators in Canada, with a market value of over \$2B. Neuman led ExpressVu through the development and licensing of the first competitive pay-per-view business in Canada and launched what was then the first and only internet-via-satellite offering in Canada.

In the internet arena, Mr. Neuman founded data communications marketer WorldLinx Telecommunications Inc. in the early 1990's, which built and operated Canada's first national shared IP network. WorldLinx then amassed feature film content from Canadian copyright owners and conducted Canada's first trials to distribute movies over copper wires by xDSL in 1993 in Mississauga. This early pioneering effort led BCE to commission *The Beacon Initiative* which Neuman led. Beacon represented BCE's vision and earliest investments in multimedia content and infrastructure including television and internet. To execute on this vision, under Neuman's leadership WorldLinx spawned a new company, MediaLinx, which in turn launched Sympatico, now the largest Canadian internet portal.