

A series of thin, blue, wavy lines flow from the bottom left towards the top right, creating a sense of motion and connectivity. They are positioned behind the text in the bottom right.

MEFFY AWARDS 2023

**GLOBAL CONNECTIVITY AWARD**

**A leading global provider of solutions for the telecom industry inspired to boost the future evolution of telecommunications in the new digital era.**



BTS Group has evolved to enable digital transformation in the telco world by bridging the gap between digital customers' needs and solutions provided via in-country operators globally.

The determination and focus to participate in the natural evolution of our customers and partners has inspired the direction of the organization.

**MedUX**

**S<sub>and</sub> BTS Global**

**link**

BTS' business model is focused on providing the latest telecom solutions while expanding its global connectivity by offering seamless omnichannel communications support worldwide with tailored Customer Experience handling.

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We are confident in being nominated and winning the MEFFY Award in the category of Global Connectivity.



# Global Connectivity at its best

A global communications service provider with 30 years of industry experience building a **strong and reliable network**.

Our customers are our partners and our significant growth comes from contracts and agreement renewals with added ecosystem values. We continue to be a primary partner for numerous Tier One and Tier Two Players.

- ✓ Direct connections to **199** countries via voice
- ✓ **84** 0-hop routes for SMS services
- ✓ Numbering coverage in **91** countries

## On impact in Global Communication

- ✔ 99% of the world's population covered by our numbering coverage
- ✔ 96% of the world's countries have direct voice connections with us
- ✔ 87% of the world's countries have access to SMS services through our 0-hop routes
- ✔ Wide range of communication options for voice and SMS
- ✔ Seamless and efficient connections to countries all over the world



# Global reach

## Tier 1 partner: Softbank

In 2017, **Softbank Corporation**, a global leader in technology and communications and BTS, one of the most advanced international carriers, launched the joint venture **S and BTS**, based in Tokyo, Japan.

Through S and BTS, customers are connected to our extensive network of global partners as well as our leading business and technology experts, all via one single connection.

Thanks to S and BTS, BTS is experiencing market growth in the Asia-Pac region. This, in addition to BTS' traditional strong market leadership in the Latin American and African regions supplemented by its increased presence and significance in the European markets, provides its customers **global connectivity worldwide**.



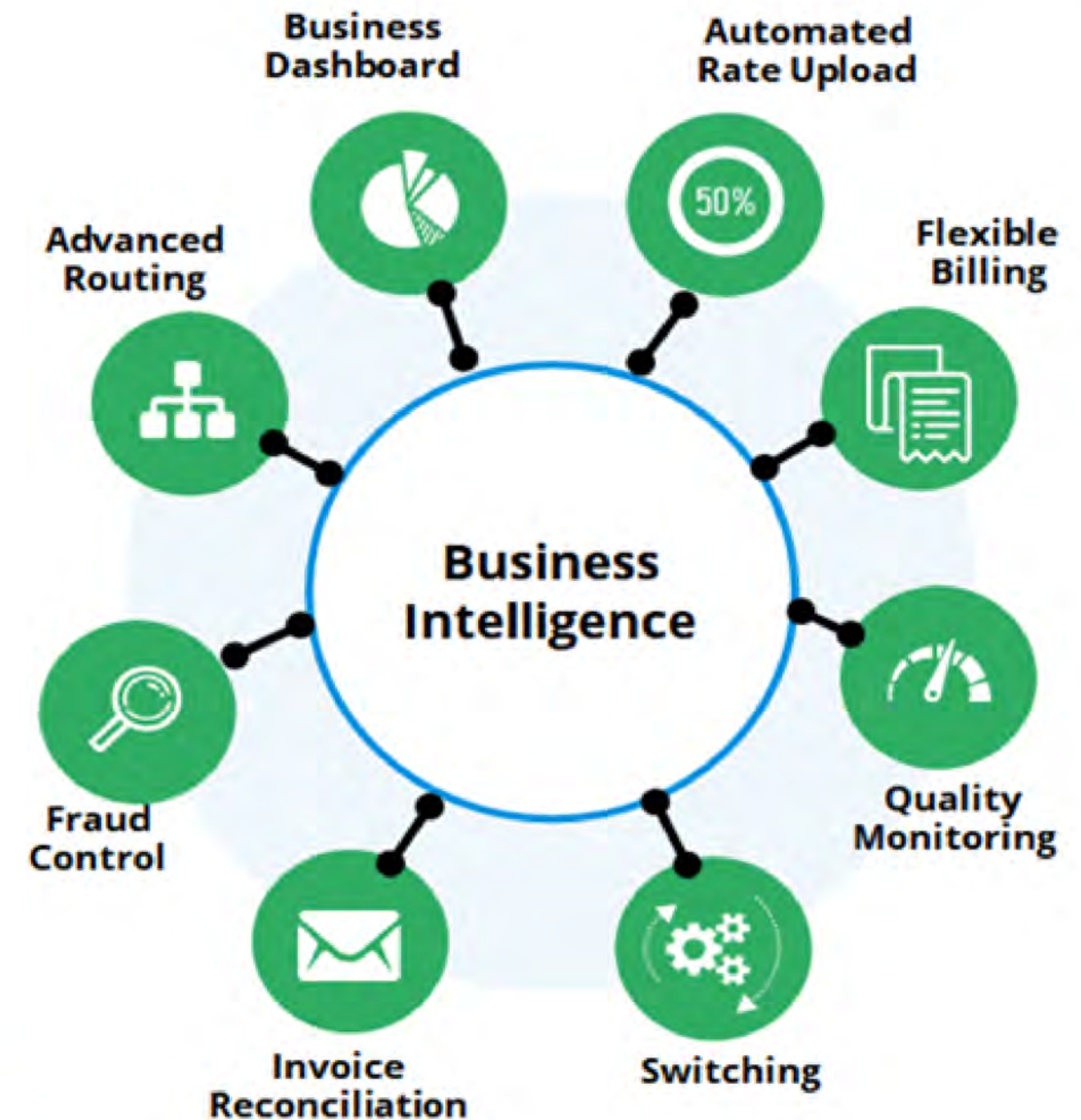
S and BTS Global

# Seamless Connectivity

## SERVICES WITH FRICTION-FREE INTEGRATION

APIs ensure seamless integration. In a cloud-centric world, service providers need to turn up services to serve new enterprise demands in minutes and hours rather than days and weeks.

One integrated platform to manage omnichannel communications coverage.





# Enhanced connectivity: user experience metrics

A solution that monitors real quality of Internet service, to improve telco clients' satisfaction:  
*Monitoring-Testing-Artificial Intelligence*

Quality of service (QoS) and User Experience (QoE) in fixed and mobile networks are essential variables for the telecommunication operators' business.

Collecting data on Customer Satisfaction and analysing it, is no longer enough. Now you need to differentiate your telecommunications service with applied and advanced customer experience analytics regarding connectivity.

**20**  
COUNTRIES

The reference in QoE analysis

**2TB**/DAY  
ANALYSED

Real-time. No Integration

MORE THAN  
**500M**

People covered

**15** BILLION  
SAMPLES

Transformed into valuable  
insights

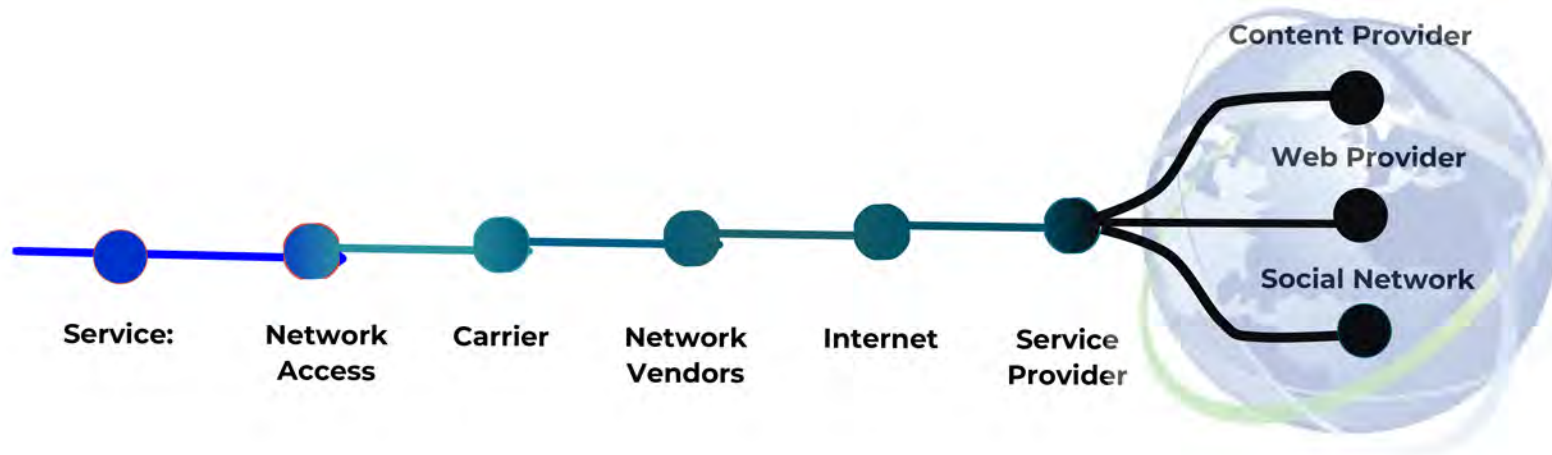


by **MedUX**

# Network performance monitoring

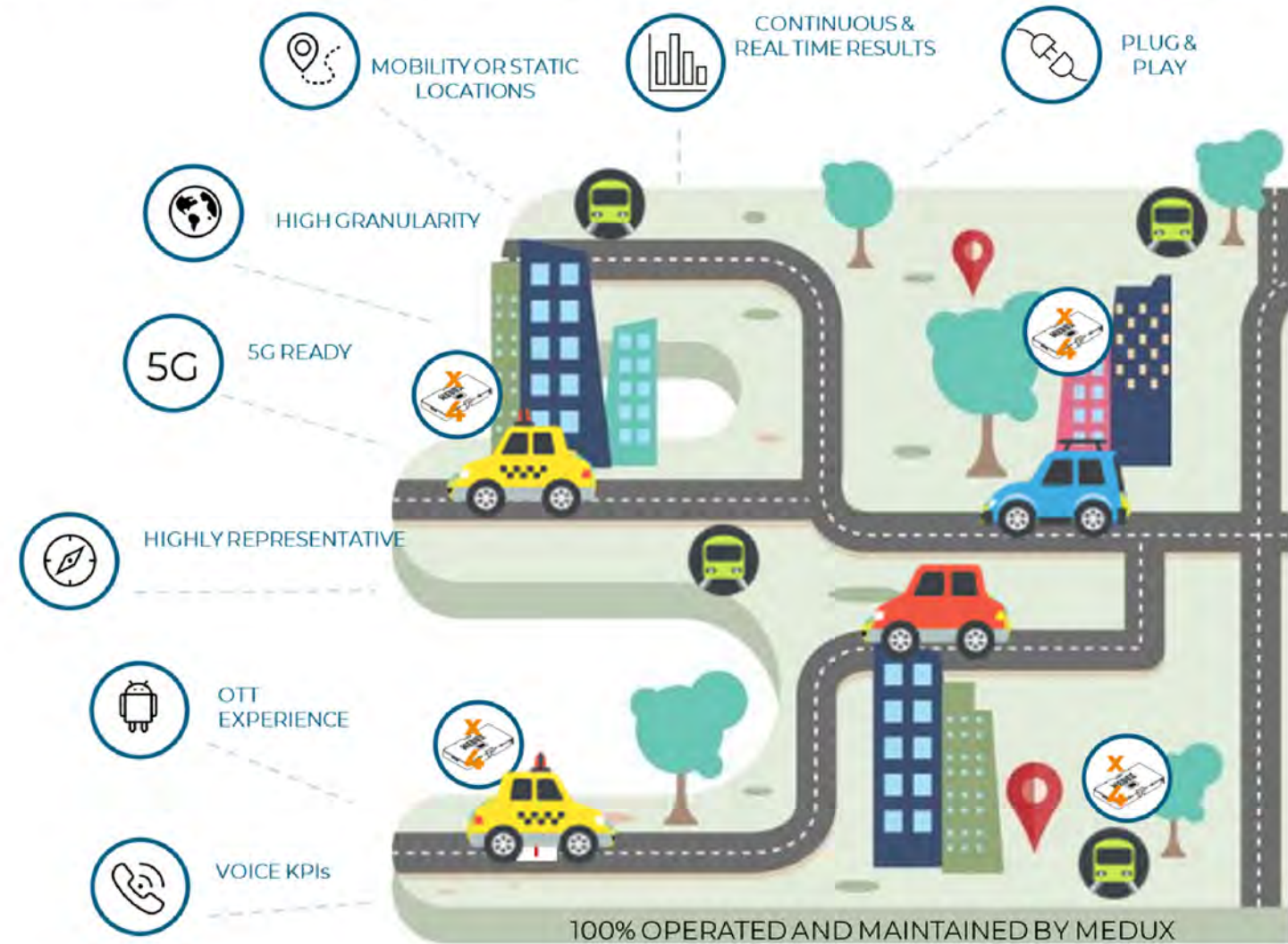
## Digital experience monitoring

Geolocated, Real Time, 100% reliable and as a Service.



Massively testing digital services and obtaining actionable insights by making use of AI Powered Real-Time Applied Analytics.

## Medux Mobile Benefits: for Mobile Broadband Networks



# Enhanced connectivity: telco ecosystem digitalization

Improving the digital experience with technology and design.

Operators have cycles and different needs to solve according to their position in the market. Based on this understanding we help increase revenue, generate efficiencies and think outside the box.



## Development Outsourcing

Tailored solutions, supported by our extensive knowledge of the technological ecosystem of Telecoms.



## Development Outsourcing

B2B and B2C customer service solutions in all your contact channels.



## Captive portal

We increase the income of Telecoms, through innovative recharge strategies.



## Data Rewards

Innovative mobile advertising model, integrated into our Captive Portal solution.



## Collection

Collection management platform that generates transparency, effectiveness, and optimization of resources to creditors.



## Sales Outsourcing

Outsourced management for the generation of leads and closing SIM Only, Teams and Portability sales.



## Loyalty

Our loyalty solution allows Telecoms to have platforms for the management of retention initiatives and contribution of added value.



## Subscriptions

We develop innovative subscription products, managing the entire value chain of the project.

**OUR CONNECTED WORLD**

## The benefits of a seamless global communication and connection with partners and customers worldwide

Through its cutting-edge technology, BTS has positioned itself as one of the leading Digital Transformation Partners in the telecom market providing its premier Optimization Tools with real-time Routing capabilities.

The deployment of BTS' sophisticated Monitoring Systems allows an average increase in the customer profit ratios in excess of **20%** as it created greater customer efficiencies to improve margin performance.



# Full-spectrum digital transformation partner



## A leader in fraud prevention and security

- Active role in combating fraud and security issues in the network with advanced fraud prevention and security solutions
- Member of GLF Community and i3 Forum
- 24/7 global coverage through sophisticated and state-of-the-art NOC centers



## Our Digital Transformation Evolution

- MedUX: specialized technological multinational focused on ultra-fast networks (5G, Wi-Fi6, FTT)
- Link: specializes in design and execution of digital transformation initiatives
- Goal: accelerate technological advancements and bring value to customer experience



## Performance Highlights

- Successful and impactful performance in messaging area (handling 300 million messages annually, \$13M in revenues)
- Record milestone of handling 18 billion minutes, ranking in the Top 10 Global Operators.
- Moving into the Cloud Numbering arena with extensive coverage partnerships.



## Partnerships and Ecosystem Values

- Member of CBAN, MEF and GSMA
- Significant growth from contract and agreement renewals with added ecosystem values
- Primary partner for numerous Tier One and Tier Two players
- Advanced NOC Centers provide global coverage.

# BTS GROUP figures combining all companies

**+ 500 M**

Global Annual Revenues

**+ 15 M**

Global Annual Ebitda

**+ 4 M**

R&D Annual Budget

**+ 300**

Employees

**50%**

Engineers



**Inspired by technology**