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Asia Pacific – West Asia – Middle East

Corporate Profile

Unwire International Ltd (Unwire!) is a holding company with subsidiaries in various countries in Asia, controlling specific operations. While each structure is catered for its investment purpose (i.e. Unwire Asia Ltd, Unwire Indochina Ltd...), the Common Shareholding and Management Control reside in the Holding Company: a British Virgin Islands registered entity.

Unwire! has experience in building and operating communications businesses, as well as the financial tools and capacity to invest in and fund (mix of Debt, Equity and Vendor Finance) such operations. Unwire!'s team pioneered some of the most successful ventures in the both fields of Broadband and Wireless and as such is uniquely positioned to leverage the necessary talent, technology, business models and processes to build, develop and operate wireless Internet broadband networks and provide Quad Play (i.e. Triple Play + Mobility) services to Asian customers.

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Unwire! Asia Sdn Bhd at a Glance

Pedigree of Management Team – Geared Up for Success

Observer
MVNO

Jamie Heywood – Virgin, UK

Experienced telecoms executive with experience in both Asia and UK. Renown for building businesses and doing stuff that's never been done before. Currently CEO of Virgin Mobile, Asia, spent 10 years at mobile operators (Orange, Virgin).

CHAIRMAN



Clint Cooper

Chief Technology Officer e-Biscom, he joined in '00 leading Technology Dep. for its UMTS consortium. Prior to this, Mr. Cooper served Vodafone AirTouch as CTO for its EMEA operations. Clint was board member of Teltier Technologies, a well-financed start-up in the field of Presence and Availability, acquired by Cisco in '06 and of Aero Solutions, a solution provider to the tower infrastructure, linked with Crown Castle.



CEO/CTO

David Gubiani

15 years experience in leading Product Marketing and Technology initiatives, always at the cutting-edge of Technology. Vice President and CTO Roles in Marconi and later Ericsson put him in touch with main thought leaders in Industry. Season speaker at conference on Broadband Networks.



CFO

Mike Tham

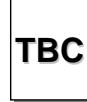
20 years experience in Sales, Marketing and Finance at IBM and SAP. Most recent career assignment at Misy Malaysia as Managing Director with regional responsibilities. Currently black-belt investor cum adviser to Initial Public Offerings and Malaysian public listed companies.



COO

TK Lum

25 years of experience in Malaysian telecoms. Currently managing a total communications infrastructure provider of turnkey solutions for Mobile Operators in Malaysia, Indonesia and rest of South East Asia, incl. Radio Planning, Network Design, Roll-out and Support of 2G/3G networks variants. His operations also include the Design & Manufacturing of RF Components.



TBC

CMO

TBC

12 years in Channel Management and Marketing at most dynamic Mobile operator in Malaysia. Spearheaded some of the most impacting and highly successful Product Launches/Campaign in Malaysia. Part of the pioneers in the early GSM days in Malaysia, Singapore.



Advisor
International

Mike Burgess – Unwired, Au

Last ten years in senior telecoms management roles in Asia incl. director-level positions for BT based in Singapore. His most recent position as Executive Vice President, Asia Pacific for Marconi Plc. Mr Burgess has held executive/non-executive directorships internationally, incl. Australia, China, India and the USA. Mike is currently Chairman of Unwired



Advisor
Triple Play

Robin Eckermann – Au

Robin is one of Australia's most renowned broadband gurus: supplementing the depth of experience gained from leading the establishment of TransACT with a breadth of experience in broadband infrastructure and services throughout Australia as well as oversea (UK, India, New Zealand and Canada). Robin is a popular public speaker.



Advisor
Technology

Mahir Ozdamar – UK

Seasoned Wireless "Guru", responsible between '96 and '02 for implementing wireless strategy at Marconi, resulting in overseas acquisition of pre-WiMAX R&D outfit. In '02 Mahir led the sale of Marconi's wireless access business to Airspan (World #2 WiMAX vendor) where he continued as VP Business Development. Mahir is member of the IEEE and holds 3 patents.



Advisor
Enterprise Sol.

J.P. Riviere – Altitude Tel, F

20 years experience in Wireless Local Loop, ISP, IP-networking and Enterprise solutions. Headed successfully NormandNet, Altitude Telecom... Sold in 2005 Altitude Telecom license to France #2 carrier, Iliad, but retains control and day to day management of Altitude Telecom operations



Fig. 1: Unwire! Executive Team



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Unwire! Asia is a venture including some of the best experts in the industry with proven track record running profitable telecommunications businesses. Renowned globally and acclaimed as visionary industry 'gurus' and at times first movers, Unwire! Asia is strongly backed by a pool of committed international investors highly qualified in the field of Telecoms and Media in Asia.

Based on its expertise, global partnerships and track record of its management team, Unwire! aims to become a unique Pan-Asian provider of resilient and high speed broadband wireless internet connectivity known for being **substantially better and cheaper** than currently available services, utilizing the latest IEEE 802.16e standard (with operating frequencies in the 2.3-2.5GHz range).

The main business centers on the following activities:

- ◆ Acquisition of Frequency and Licenses (direct or thru Joint-ventures)
- ◆ Building of Strategic Relationships both regionally and globally
- ◆ Deployment and management of Operations of the entities in each country
- ◆ Coordination at regional level to ensure best practices and operational excellence

Unwire's aim is to facilitate the delivery of a bundle of broadband, voice, video and multimedia services namely "Triple Play plus Mobility" in major urban, suburban and regional centers across Asia while the integration of each markets under a regional umbrella operation is expected to provide a key contributor to WiMAX regional success: **global roaming**.

Unwire's unique customer oriented market model and a cost effective and capital efficient business model is backed by some of the leading vendors in the industry, therewith securing a key component in Unwire's quest to "**bring internet connectivity to the masses**".

Value Proposition

In response to these challenges, Unwire! intends to introduce a successful high-technology and high-quality service mix which entails higher speeds of internet connectivity (up to 10Mb/s) for every user (even residential!) at lowest prices with a tuneable quality of service, extensive coverage and true roaming facilities.

Better and more affordable services and first mover's advantages are the key guiding principle of Unwire!'s push into ASEAN.

As it stands today, the Asian market growth for broadband internet connectivity is marred by exorbitant service prices and limited Internet exchange bandwidth. Those are 2 of the fundamental barriers to **bridging the digital/connect divide**, yet prove also to be unique opportunities for a fast movers armed with the right technology, the right business models and an impressive network of both local and global partnership enabling it to succeed locally with a differentiated offer.

This is why Unwire and its initiative are unique, the creation of a regional internet power house that bring Internet connectivity to the masses and helps demonstrate the correlation between internet penetration increase and GDP growth.

Unwire!'s Regional Expansion

ASEAN Region – Huge potential and booming demand



Indonesia: <ul style="list-style-type: none"> – POPs: 225m (Metro Pop: 60m) – Target market/Internet users: 16m 	Unwire Asia IBC
Brunei <ul style="list-style-type: none"> – POPs: 400k – Target market/Internet users: 165k 	
Bangladesh <ul style="list-style-type: none"> – POPs: 150m (Metro Pop: 18m) – Target market/Internet users: 450k 	B.U.W
Vietnam <ul style="list-style-type: none"> – POPs: 87m (Metro Pop: 15m) – Target market/Internet users: 11m 	Unwire Indochina Ltd
Thailand <ul style="list-style-type: none"> – POPs: 62m (Metro Pop: 10m) – Target market/Internet users: 8.5m 	
Cambodia <ul style="list-style-type: none"> – POPs: 14m (Metro Pop: 1.8m) – Target market/Internet users: 44k 	
Laos <ul style="list-style-type: none"> – POPs: 6.5m (Metro Pop: 1.5m) – Target market/Internet users: 25k 	

Fig. 2: Unwire! Theater of Operation

Unwire!'s Value Proposition

“Best Value for Money” – Highly Competitive Pricing model aims at delivering our motto **“Half the price, double the bandwidth”**. Our operational, technical and management excellence enables us to implement the best solutions at the most affordable pricing levels for the market, and still be profitable, while providing on “prepaid” models with new and innovative packaging.

“Superior Functionality with New Applications” – Our network will be, based on state of the art **IMS and IP Infrastructure**, delivering new applications and content unlike most Service Providers that VoIP revenue by-pass them. Our network architecture focuses on delivering value services at affordable costs, such as relevant **IPTV/Mobile TV Content**. This I made possible thanks to content-rich services with **over 10,000 Programme titles** available for use across the region, massively reducing the cost of services and cost of transmission



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“Greatest Surfing Experience” – we deliver faster connectivity and highest bandwidth with greater Quality-of-Service (QoS). Superior coverage and a range of offerings tailored to the demands of each market, price and quality wise. With the introduction after '09 of Mobility, true broadband can be experience anywhere anytime.

“Bundled Services” – True Triple Play plus Mobility solutions will be delivered combining services into one subscription, i.e. data, voice, video and mobility with Session based QoS for personalization options. We will offer greater value for money for our subscribers, while contributing to raise ARPU. Thru Unwire!’s Strategic Partnerships with **Skype**, VoIP revenues and Value Added Services can be provided at a fee, moving away from the typical **“All You Can Eat”** offers from Service Providers world wide. By integrating clients and other applications familiar to the end user while in the same time managing to collect revenue for it, Unwire is able to make its service more pervasive and create stickiness among its customers.

“Best in Breed Models” – Using the **real-world experience** of our WIMAX strategic partners, we will not have to “test” the markets with what works and doesn’t. Our ability to provide best in breed applications and services, along with operational excellence, will end with the best service to our customers.

“High Growth Expansion Model” – By focusing on markets with limited to none fixed-line infrastructure and with booming export-driven economies, Unwire! aims to be not only the initiator but also the main beneficiary of the internet/connectivity revolution swiping thru the major growth economies of Central and East Asia. Countries with particular high potential, both economically and from a basic infrastructure stand point, have been very early on the focus of Unwire!’s drive into ASEAN, our Laos and Cambodia initiatives, to mention a few, are among our most promising ventures.

“Increased Shareholder value” – Dependent on variables in each country and conservative market penetration, Unwire! achieves positive EBITDA in Year 3 or 4 with IRR of at least 30p.a. Such performances is based on the high ARPU prevailing in those markets today, strong subscriber growth, low operational cost achieved thru outsourcing within the group and excellent Managed Services processes, all complemented by sound business practices that measure the performances of each markets first.

Core Strengths:

Technology:	Recognized Know How in Overall Network Technology First-Class WIMAX Expertise: RF Planning, UMTS/GSM, Operational, Support Native Carrier Class Networking: Metro-E, NGN/NMS, IP OSS/BSS Integration Expertise
Finance:	International Investors Round-Table 1 st round US\$48m 2 nd round US\$160m Entire Operations: FCPA compliant



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	Successful IPO/acquisition experience
Management Excellence:	Seasoned Management Team International Exposure to such projects Focused on delivering value to shareholders Highly Capable Board of Directors Operational Experience Integration into Regional Operations
Operational Excellence:	Proven Business Models, Ready Now Unique Brand Creation & Channel/Marketing Greater “back-office assets” for faster ROI Strategic Partnerships in Place with: Clearwire (USA), Virgin Mobile (UK), Unwired (Aust.), Altitude, Fastweb, TransACT
Service Creation:	Extensive Landed Content (No Latency) Lowest VoIP Termination Costs Broad Intl Agreements (Roaming, Applications) Triple/Quad Play Pedigree Tested MVNO Model and Wholesale Offerings Subject Matter Expertise in All Areas

Conclusion

Unwire! presents a unique opportunity for investors to ride the wave of internet and connectivity growth in the most promising region in the world. High ARPU, limited competition, export driven economy and GDP growth are fantastic indicators in all the markets we are already operational of intend to become operational shortly. Thru its ownership approach of the spectrum and a business friendly company structure, especially with regards to foreign ownership, Unwire! owns today a piece of the most lucrative estate in the near future: 2.5GHz spectrum, allocated for both WiMAX and LTE, an asset whose value is only likely to expand.

To quote one of our investors: ***Unwire is truly an opportunity for obscene returns.***