27 - 30 April 2020
Hotel Intercontinental, Berlin

Accelerating Global MVNO Growth Through Unrivaled Content and Networking

@MVNOsSeries MVNOSWORLD
For 2020.....

..... we are taking MVNOs World Congress to Berlin! Moving to this new city brings a new audience and a whole new agenda focussing on the latest hot topics for this thriving market. Over 130 speakers have been enlisted to deliver their findings and case-studies at the world’s only global MVNO event. Can you really afford to be anywhere else? We hope you will join us in April 2020.

Kadi Diallo
Senior Conference Producer
E: Kadi.Diallo@informa.com
T: +44 (20) 337 73230

Christopher Lycett
Portfolio Manager
E: Christopher.Lycett@informa.com
T: +44 (0) 20 701 75302
The only meeting place for the global MVNO community in 2020

- 19% North America
- 12% Latam
- 39% Europe
- 18% Asia & Oceania
- 7% Africa
- 5% Middle East
As an MVNO, you run a business optimized to offer attractive services tailored for specific market segments, carving out a niche in the market to win over customers from other service providers. When successful, MVNOs can revitalize the market, creating services that add more value to customers and converting part of that value add into profit.

This session will give you clear insights into the nuts and bolts of what makes an MVNO successful, with key takeaways including:

- What you need to have in place to get started in the market
- How to quickly and efficiently build market insight prior to and post launch
- A roadmap on the technical capabilities you need to succeed

Michael Hunt, Director, Mobile Technology Consulting
Day 1
Tuesday 28th April

08:00 Registration

09:00 Chair’s opening remarks
Chair: Ian Ginn, Founder & Director, IFG Consulting

Joint Plenary

09:10 SCENE SETTER: The state of the MVNO market
Analysis of the status of the MVNO business and operational landscape – where they have been, where they stand today and where they might go in future (from a business, operational and regulatory perspective).

09:30 PANEL DISCUSSION: 5G and the Operator Model
5G brings lightning-fast speeds, incredibly low latency, and the capacity to carry massive numbers of connections simultaneously. Not surprisingly, the arrival of 5G is creating a buzz, but how does that buzz translate to business strategy?
• Rethinking traditional models of network deployment and operations
• What will the first waves of 5G use cases look like?
• Considerations of technology and network sharing
• What should pricing and packaging look like?
Panelist: Benjamin Henkel, Head of Carrier Relations, mobilcom-debitel GmbH / freenet Group
Xie Hui, Deputy Director of Mobile Business Department, China Telecom Europe

10:10 PANEL DISCUSSION: A Look at Emerging & Alternative Business Models
A look at alternative ways for MVNOs to stand out in a crowded market: Pay-as-you-grow business models, Wi-Fi centric models, Fixed Emerging & Mobile Convergence (FMC) models & the ‘MVNO in a box’, roaming only models, OTT enablers, cloud-hosted model.
Jeff Holley, CEO & Founder, boom! Mobile
Derek Ting, CEO, TextNow

10:50 Morning Break & Speed Networking

11:50 Chair’s opening remarks
Chair: Simon Davies, Consultant, Acqua Telecom

Technology

11:55 PANEL DISCUSSION: 5G - Friend or Foe for the MVNO?
• How can MVNOs position themselves to take advantage of 5G?
• Will we see the emergence of new target segments or deeper penetration of existing segments?
• How does IoT fall into this, especially with the industrial automation applications and automotive applications?
Moderator: Michael Hunt, Director, Mobile Technology Consulting
Simone Keglovics, Senior Head of Wholesale & Regulatory, Drei
Daniel Neal, CEO, Kajeet, USA
Ivan Landen, CEO, Blue Wireless

12:35 CASE STUDY PRESENTATION
The launch of a 100% mobile bank
Salvador Abascal, Co-Founder, Miio

12:55 PANEL DISCUSSION
Realising the mobile payments opportunity
• Adding value to the payment process
• How can telcos become a hub for the digital marketplace?
• As an integrator for devices, applications, methods of mobile payment and customer identity management
• How will Blockchain help telco operators understand their digital customer management capabilities?
Ben Woosley, CEO, Communion
Momoh Konte, Chairman & Commissioner, National Telecommunications Regulatory Authority of Sierra Leone

11:55 Diversification and Service Differentiation
Spotlight: The new kids on the block
Sivakumar Kuppusamy, CEO, AEROVOYCE
Steve Bailey, CEO, Standard Bank Mobile

11:55 SPOTLIGHT PRESENTATIONS: 5G and IoT – So much more than tweeting from the refrigerator
• Exploring use cases for 5G and IoT through short presentations:
  - Making mass market adoption of autonomous, self-driving cars a reality
  - 5G as a gamechanger for farming and agriculture?
  - Smart cities – from infrastructure to utilities, and security to environment
Simon Davies, Director, SD Industries

13:35 Networking lunch

MVNOs World Congress 2020 5
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Details</th>
</tr>
</thead>
</table>
| 14:35  | PANEL DISCUSSION: Creating a regulatory environment built to Encourage Investment in 5G     | Simon Davies, Consultant, Acqua Telecom, Simone Keglovics, Senior Head of Wholesale & Regulatory, Drei | • What should spectrum management look like?  
  • Is there an industry shift in attitude towards network sharing?  
  • Balancing license pricing with operators’ investment obligations |
| 15:15  | PRESENTATION: 5G network slicing: what does it mean for MVNOs and operators?               | Alberto Carro Melero, Strategy & Market Development, Telefónica Global Roaming GmbH           | • Moving to a model where services expand and contract network resources as traffic demands  
  • Should we expect more network operators to launch their own MVNOs?  
  • What does network slicing mean to new players entering the market?  
  • Exploring network slicing and ‘mini networks’ |
| 15:35  | Afternoon Break                                                                             |                                                                                              |                                                                                                |
| 16:15  | PRESENTATION: What will 5G roaming look like?                                               | Benjamin Grimm, Dr. Jörg Henkel                                                             | • With commercial 5G service popping up in markets on six continents, how will 5G roaming work?  
  • Will current roaming agreements need to change?  
  • A look at the current partnerships in place  
  • What will be the pricing models? |
| 16:35  | SPOTLIGHT SESSIONS: Impact of 5G on other technology innovations                           | Joshua Gordon, Rajesh Dongre, Jim Glass, Benjamin Grimm                                     | The combination of 5G and cloud technologies will allow network carriers to offer competitive services in a way non-cellular IoT network providers will be unable to copy. We explore some of the key innovation areas through four snappy presentations:  
  • Streaming  
  • Edge computing  
  • AI  
  • VR and AR |
| 17:15  | VIP & Speakers party                                                                        |                                                                                              | Join us for an informal drinks reception to meet your peers. Speaker and VIP registrations only     |

**Day 2 - Wednesday 29th April**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08:05</td>
<td>BUSINESS BREAKFAST FOR MNOs, MVNOs &amp; REGULATORS</td>
<td>Emile Armour-Heselton, Head of Membership Affairs, DG CNECT, European Commission</td>
<td>Working breakfast to discuss the hot regulatory topics that the market is presenting. Invitation only</td>
</tr>
</tbody>
</table>
| 09:00  | PANEL DISCUSSION: Enabling Regulatory Environments                                          | Innocenzo Maria GENNA, Vice President, MVNO Europe, Drei, Amir Dorot, CEO, Cellact            | Exploring the policies put in place to encourage growth of the MVNO market as a way of increasing competition and reducing prices in the mobile market.  
  • What are the various stances of regulatory regimes and the impact on the telco landscape?  
  • MVNO regulation - different approaches in different regions  
  • Looking to the opportunity ahead |
| 09:40  | PANEL DISCUSSION: Fixed mobile convergence (FMC): the good, the bad and the promise          | Amir Dorot, CEO, Cellact                                                                   | • The lessons learnt so far in pioneer markets  
  • The lifecycle of FMC and its impact on operators and markets  
  • Examining the role of content in future quad play propositions  
  • Considering the role of MVNOs in the future of FMC |
| 10:20  | PANEL DISCUSSION: How can MVNOs position themselves as strong alternatives to established players? | Joshua Gordon, CEO, Red Pocket Mobile & FreedomPop, Rajesh Dongre, Managing Director, Lebra UK, Jim Glass, Chief Technology Officer, Virgin Mobile, Benjamin Grimm, Director Carrier Relations / Ofer & Channel-Management, mobilcom-debitel GmbH / freenet Group | • How much can roaming partnerships be a differentiator?  
  • How can data drive new products and services for MVNOs?  
  • Considering the role of MVNOs in the future of FMC |
| 11:00  | Morning Break & Speed Networking                                                            |                                                                                              |                                                                                                |
Day 2 - Wednesday 29th April

12:00 Chair’s opening remarks

**Technology IoT**

12:05 PANEL DISCUSSION: When does IoT make sense for MVNOs?
- What are the IoT opportunities and what does it mean in practice for MVNOs?
- What is the MVNO place in the IoT value chain? And what do they need to change about their business to take advantage of it?

Emile Armour-Heselton, Member Relations and Partnerships, International Telecommunication Union (ITU)
Federico Homberg, Head of Mobile Wholesale Business, Deutsche Telekom AG

12:05 Chair’s opening remarks
Chair: Gary Bhomer, Principal Consultant, Tel-Consult

**Diversification and Service Differentiation Surviving in the digital age**

12:05 PANEL DISCUSSION: Succeeding with the digital consumer
- What are the changes in the consumer market?
- How to successfully execute digital strategies in the fast-evolving consumer market?
- What are the key sources of revenue growth in the consumer market?
- Cultural and organisational change in the digital age

Cécile Euchenerhofer, Managing Director, Tchibo Mobilfunk GmbH & Co. KG
David Glickman, CEO, Ultra Mobile/Mint Mobile
Ash Saini, General Manager, Vodafone Australia - Lebara

12:45 PANEL DISCUSSION: MVNOs Going Digital
- Is a 100% digital MVNO the answer to the growing competition between operators and digital apps?
- What behaviours and actions traditional MVNOs must do to survive and stay relevant in the long run?
- What does a fully digital MVNO look like?

Daniel Salpak, PhD, Carrier Relations Manager, Keepgo

12:45 Networking lunch

15:25 PANEL DISCUSSION: Fighting fraud in the digital age
- The evolution of machine learning (ML), artificial intelligence (AI) and Blockchain have presented the industry with key tools for preventing fraudulent activity.
- What can be done to protect operator revenues?
- How are we making sure personal data isn’t compromised?

Dean Rakic, Blockchain Expert, Blockcontrol

15:05 PANEL DISCUSSION: Market outlook for alternative IoT-MVNOs
- Discussing the market outlook for IoT-MVNOs and the benefits
- Who is going to support enterprises’ IoT strategies in the future?
- The commercial and technical capabilities of these providers
- Are traditional MNOs going to lose their grip on the IoT market in favour of MVNO-like players?
- Exploring the use case of an IoT MVNO assisting customers on their journey of going from unconnected products to connected services

Norbert Schuppler, Managing Director, easyTel GmbH

15:05 PANEL DISCUSSION: MNOs and MVNOs: from competition to collaboration to expand the IoT connectivity opportunity
- While MVNOs have traditionally occupied the role of competitor, operators are increasingly turning to them as technology and platform partners to deliver their IoT connectivity offering.

Jeff Holley, CEO & Founder, boom! Mobile
Ali Soy, Co-Founder & Managing Director, Digital Republic
Daniel Salpak, PhD, Carrier Relations Manager, Keepgo

14:25 PRESENTATION: MNOs world congress 2020

14:25 PRESENTATION: Why digital customer service is important for the growth of operators
Operators need to see the value in focusing on the digital customer experience when it comes to achieving their business goals, significantly reducing costs and creating more satisfied customers.
- What is digital customer experience?
- Why digital customer service?
- How can digital customer service improve operators’ customer experience?

Senior management (TBC), PosteMobile

15:30 Afternoon Break
Day 2 - Wednesday 29th April

16:15 PANEL DISCUSSION: How MVNOs can support Smart Cities
- The role of MVNOs in the ICT landscape shifting from traditional voice & data providers towards connected devices
- How are MVNOs uniquely positioned to support the development of IoT and Smart Cities?

16:55 PANEL DISCUSSION: How eSIM is shaping and driving the IoT evolution?
eSIM is driving a change towards a new IoT ecosystem, introducing new ways in which people are buying and choosing the devices and solutions for their homes, offices, factories and entire cities.
- What are the key benefits eSIM brings to the IoT market?
- How is eSIM shaping this new world of connected devices?
- Why eSIM makes sense for IoT device makers and the potential use cases

Alexey Gabsatarov, Head of Business Development, Europe, Soracom

17:15 PRESENTATION: Turning data into profits for MVNOs
This session will dive into the key areas that set up MVNOs for success and how analytics turns data into profits for MVNOs.
- How is advanced analytics helping MVNOs identify trends for specific types of customer segments?
- Data as a tool for MVNOs to create the right pricing model, distribution and operational strategies
- How is analytics driving customer satisfaction and build loyalty?

Drinks reception in the exhibition
Get warmed up before the MVNOs Awards Party with some drinks and informal networking in the exhibition.

19:00 MVNO Awards Party
The Party will host our Annual Awards Ceremony where the latest industry innovations and successes are celebrated!

Day 3 - Thursday 30th April

08.30 Registration
09.00 Joint Plenary

09.10 ANALYST OVERVIEW: What will the face of the MVNO business look like in 10 years?

09.40 PANEL DISCUSSION: MVNOs as a social enterprise
Exploring the opportunity MVNOs have to improve lives and societies by opening up the benefits to lower income families and small businesses/start-ups. Also discussing how IoT-centric MVNOs can address climate and environmental issues via connecting agriculture, smarter transportation, as well as improving healthcare and enabling smart cities.

Hakan Demir, Founder & Managing Director, Fenercell
Russel Barnes, CEO and Co-Founder, Better Life Mobile
Wilfrid Moser, Product Manager MVNO & Reseller, A1 Austria Telekom Group

10.20 PANEL DISCUSSION: How can wholesale partners and operators dance to their own tune without stepping on each other’s toes?
- What are the new pricing models to help with data growth at home and abroad?
- How can operators support ‘thin’ MVNOs when it comes to market trends?
- What services are operators offering ‘thin’ MVNOs to let them focus on their customer proposition?

Steffen Oefner, Head of Mobile Wholesale Business Models, Deutsche Telekom AG
Joshua Gordon, CEO, Red Pocket Mobile & FreedomPop
David Glickman, CEO, Ultra Mobile/Mint Mobile

11.10 Morning Break & Speed Networking

12.00 Chair’s opening remarks

12.05 PANEL DISCUSSION: How eSIM is disrupting the telecoms industry
- How is eSIM helping with the rapid growth of IoT-enabled devices and M2M technology across industries?
- What are the new business models for MVNOs that eSIM would enable?

12.10 PRESENTATION: Mobile network as a service and the new MVNO landscape
- Introduction to Mobile Network as a Service (MNaaS) model
- How does this model suit this new MVNO dynamic?
- What are the possibilities that model will be able to unlock for MVNOs in terms of roaming?
Day 3 - Thursday 30th April

12:45 PRESENTATION: What does eSIM mean for your business?
   • Who are the major drivers of eSIM?
   • How eSIM will affect the relationship between OEMs and network providers?
   • Will operators with a digital operational model have the upper hand?
   • How can eSIM help your business be more secured?

12:25 PRESENTATION: Set up the right online presence to improve your reach
   As consumers shop around for the best deal, competition increases and every provider offers add-ons such as complementary devices and unlimited data, calls and texts, it has become veritable race to the bottom. That’s why MVNOs need to find a new differentiator to engage with consumers and connect with them on every digital touchpoint. We look at:
   • Developing a digital marketing narrative around your brand that creates differentiation in the mind of the consumer
   • Building relationship with OTT players such as social, music and video streaming apps to exempt usage from data limits
   • Raising the conversation above and beyond price and how many free texts one receives in their bundle

13:05 FIRESIDE CHAT: eSIM – what’s the hold up?
   This session will dissect the reluctance to embrace eSIM and explore the evolution of specs and standardization environment in relation to eSIM rollout.

12:45 FIRESIDE CHAT: Under the microscope: Retail MVNO 2.0
   • How is a customer-centric approach within the portfolio of mobile services can result in enormous added value for retailers?
   • How can the retail MVNOs set themselves clearly apart from their competitors and new players such as Amazon Go?
   • What will the future of retail MVNOs look like with the advent of technologies such as eSIM? Will consumer stay loyal to the retail brand or the MNO?

12:25 KARL STEINKE, Founder and CEO, TalkTalk AG Switzerland

14:25 PRESENTATION: Case Study: A change in direction – when an MNO adopt the MVNO business model

14:25 PANEL DISCUSSION: How can MVNOs get 'Tsunami ready' for eSIM?
   • How can we be more creative with customer outreach?
   • Construct and support a straightforward journey for all customers
   • Is a device-based approach the best way to enhance the customer journey?
   • How are MVNOs implementing and integrating e-SIM?

14:45 Christian Krawczyk, Project & Carrier Relation Manager, mobilcom-debitel

14:45 PRESENTATION: SME market: it’s business time for MVNOs
   This session will outline how MVNOs can leverage their business model to win big with small firms, and explore how to:
   • Deliver compelling mobile services to small firms
   • Offer a range of features and functionality
   • Directly address day-to-day challenges of security, control, and productivity

15:15 PRESENTATION: Launching a profitable, targeted range of services to delight your target customer base
   • Creating a package with novel pricing and flexible billing
   • Identifying the value-added services to hit the spot with your target customer

15:15 Jan Johnsen, CEO, Saga Mobile

14:25 PRESENTATION: SME market: it’s business time for MVNOs
   This session will outline how MVNOs can leverage their business model to win big with small firms, and explore how to:
   • Deliver compelling mobile services to small firms
   • Offer a range of features and functionality
   • Directly address day-to-day challenges of security, control, and productivity

End of conference – see you next year!
These thought leaders speaking for the first time
Discover the real MVNOs World Congress

Day 1
VIP and Speaker Party

for some informal drinks where you can meet your peers and catch up with the industry’s key players.
Day 2

MVNOs Awards

Combining business with pleasure, our MVNOs Awards recognizes industry-leading work from a variety of companies in the MVNO industry with award categories. Join us for an unforgettable night of music, dancing and networking in Berlin city Centre.
Who Attends?

Over 60% Buy-Side

- MVNO/MNO in Attendance: 64%
- Solution Provider: 31%
- Consultant / Analyst: 5%

The Most Senior Attendees

- C-Level / MD: 66%
- Head of / Manager: 21%
- Executive: 13%
What do they have to say?

“Most focused MVNO event globally… period! If you’re in the MVNx space, forget MWC.. this is THE go-to event.”
Shanks Kulam, CCO, x-Mobility

“There is currently no better event for the MVNO industry to keep up to date with industry trends and meet relevant players”
Steffen Oefner, Head of Mobile Wholesale, Deutsche Telekom

“A brilliant event with the right decision makers and experts in the room to collaborate with.”
Kanaway Yusinco, STO/ICO & Marketing, Uniquely Wired
Regional events in the MVNOs Series

MVNOs Latin America
2 - 3 June 2020
Bogota

MVNOs Africa
10 - 12 November
Cape Town

MVNOs Asia
30 Sept. - 1 Oct. 2020
Hanoi

MVNOs Europe
3 - 4 November 2020
London

e-SIM Connect
3 - 4 November 2020
London

@MVNOsSeries
#MVNOSWORLD