



ASCENTECH

COMPANY PROFILE

Ascentech

We're playing a part in building a new world of communication. A world that is boundless. A world where communication is no longer a luxury.

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“ We’re playing a part in building a new world of communication. A world that is boundless. A world where communication is no longer a luxury. A world where it is a commodity, a part of everyday. a world where communication is free. Where the world isn’t tied down by prices. Where the world isn’t tied down by limits. Where people like us provide a value added service.

This is our World.

ASCENTECH
www.ascentech.net

“ Disruptive Innovation is what we stand for. We are continuously seeking out new technology, new services and offerings. We have participated in large scale projects...”

ABOUT US

We consider ourselves an IT company of the future. We are a service oriented IT systems integrator, a internet and voice service provider, an IT specialist manpower supplier.

Motivation. Gartner Research had projected that over 10 billion minutes of voice traffic would travel over worldwide packet networks in 2000; in 2013 this number increased to 500 billion minutes. Total revenue from providing VoIP (Voice over the Internet) service was projected at \$1.6 billion in 2000. In 2013 this number increased to \$15 trillion.

Juniper Research predicted that the VoIP market would contribute around \$32 billion, out of a voice market worth \$260 billion, by 2009; incorporating around 12% of the total Telecommunication revenues. By 2014, 30 percent of homes will exclusively use either mobile phones or VoIP.

There exists a tremendous opportunity in this fast growing frontier of the telecommunication industry. At Ascentech Telecom, we provide turn-key wholesale solutions and business models that enable companies and individuals to participate in this high growth industry to make very substantial cost savings with little start-up capital.

Our Research & Development team are working around the clock to develop and expand our service offerings and keep up with the latest trends.

Service. Ascentech is a licensed telecommunications company in the Kingdom of Bahrain awarded

and certified by the Bahrain Telecommunications Authority.

With sustained growth the company has become a dynamic and integrated force providing innovative voice, internet and data solutions. Ascentech provides a diverse range of IT products and services to residential, business and SMEs, government and large corporate enterprises. Ascentech has participated in several high profile IT projects including application development training, consulting projects, as well as system integration.

In-line with Bahrain's 2030 vision, Ascentech has recently completed its IT and Telecom on-site training development for Bahraini Citizens as well as preparing graduates to take over higher level IT jobs within the Industry. Among its training programs, Ascentech has been

awarded training of 7500 Bahraini citizens in using the E-government's online portal and learning Microsoft Up Curriculum.

We understand the value of knowledge and we aim to share it with the rest of the world. Our sales team aim to educate our prospective customers on the benefits of our solutions.

Projects. Ascentech has endeavored to bring the latest technologies and equipment to the region. Ascentech is developing itself to becoming a leading supplier of all kinds of mechanical, electrical, electronic, survey and instrumentation equipments.

24/7

In 2011, we launched our 24 by 7 customer support center that supports our projects in over 50 countries. Our unified support center provide remote monitoring and support to our 300,000 customers around the world.

VOICE SERVICES

Ascentech's advantage is the.

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to over \$15 trillion. By 2014, 30 percent of homes will exclusively use either mobile phones or VoIP.

There exists a tremendous opportunity in this fast growing frontier of the telecommunication industry. Our approach is to couple voice services with unique value

added services.

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Value Added Services Innovative Services

We strive to provide the most innovative service. In 2012, we developed an online platform to introduce features such as worldwide DID acquisition and payment, worldwide number forwarding, Bulk SMS, Speed Dial, Caller-ID manipulation which all comes standard with a voice account. Our brand-new gamification and rewards system as well as feature list has separated us from Competition



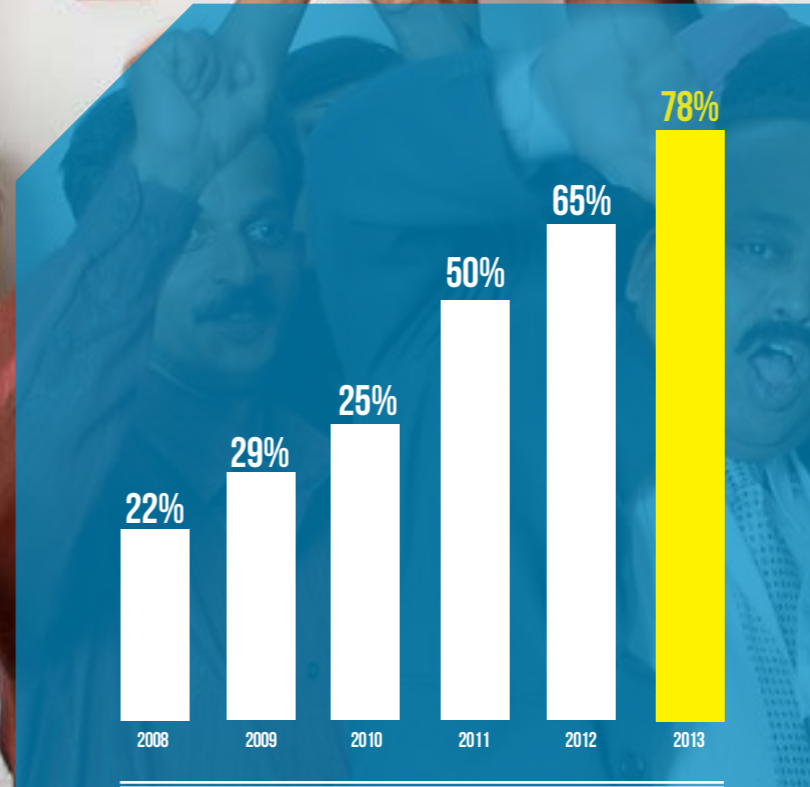
1.43 Billion minutes

We have terminated over 1 Billion minutes to over 260 countries from over 400,000 different customers! This achievement marks a technical and operational achievement for Ascentech. Our numerous investments in infrastructure, branding, and innovation have yielded fast paced growth in a very competitive industry.



25% increase in annual growth customer base

Our low-cost, convenient, and smart approach to making local and international calls has generated an influx of customers who are looking to save on their monthly calling bills. Since our inception in 2004, we have steadily grown and currently have over 300,000 active customers enjoying our services.



Customer Growth

Through innovation, we have managed to grow our customer base by leaps and bounds. In 2012, we have launched our innovative 24/7 customer support center.

CONSULTING SERVICES

Ascentech delivers the world leading consulting services solutions, enabling predictive service execution that helps you overcome competition, successfully manage client expectations, manage contracts profitably, and retain and develop top talent.

Technology. Ascentech's Technology Consulting team can help you ride the technology wave by defining and executing a technology agenda that supports your business strategy and harnesses the power of technology innovation, while squeezing value out of your legacy environments, to drive high performance.

We combine our end-to-end portfolio of technology services—from strategy and architecture to security and infrastructure—with a proven, outcome-oriented approach to improve the design, efficiency and effectiveness of our clients' IT capabilities.

Seize Opportunities, Deliver Results, and Boost Profitability.

Training. Ascentech delivers public and onsite courses as well as customized courses for your organizations's specific needs. Attendees receive high-quality training designed to implement programs using proven techniques in the diverse topics. Each year our educational programs help thousands of professionals.

Secondment & Projects. We maintain a number of specialist talent pools of professionals who can be deployed on secondment basis, offering you optimum flexibility. They can be deployed for longer or shorter contract period. On secondment, their job duties are totally assigned by customers. Such flexible arrangement empowers you to cope with increasing demand for internal IT administration and support overhead.



Case Study #1 Qudrat Training

Part of Bahrain Government’s 2030 vision was to conduct one of the largest IT training initiatives in the region. Ascentech Services was charged with training 7000 Bahraini nationals with basic to intermediate IT skills.



Case Study #2 CIO IT Training

The Central Informatics Organization of Bahrain charged Ascentech with advanced training in JAVA SE and IBM SUN courses. Ascentech was involved in on-site training, testing and certification.



Case Study #3 Bahrain MUN

Ascentech has been awarded a Contract in February 2011 to Second Urban Planners and Technicians to Municipality of Bahrain. Our staff is currently seconded and currently working in the Bahrain municipality in developing the future roadmap of bahraains urban design.



Case Study #4 Gulf Air

Call forwarding and call center management for Gulf Air in Australia. Gulf Air required a cost-effective way to higher new recruits for their Australian operations. We provided them with an Australian number that forwarded to their Bahrain headquarters.

SYSTEM INTEGRATION SERVICES



We are a leader in systems integration resulting from years of experience, our skilled people, a profound understanding of technology and our industrialized approach

Despite all the time and money companies have poured into their systems in recent years, many still aren't seeing the value they planned for when they made those investments. As fast as business changes, it's not hard to see why. After a few years, or even by the time a new solution is in place, the environment can shift significantly.

Our Systems Integration practice helps clients bring focus to their toughest integration challenges across the technology lifecycle. From requirements to architecture, testing to deployment and beyond, we bring an integrated, "whole company" perspective to every project.

Our Partners:



PHONE SYSTEMS

Our phone systems and phones deliver intelligent call handling in a simple, affordable and user-friendly package. Ascentech products are easy to install, easy to configure and easy to use, and come complete with everything a business needs to handle calls professionally, control costs and stay connected everywhere



NETWORK SYSTEMS

Understanding both the IT and communication network environments positions us as a trusted partner who supports the full lifecycle from advisor to integrator, to implementer and operator.

SECURITY SYSTEMS

We provide a wide range of CCTV, Time Attendance systems, & Access Control systems. Each system is built to the individual client's requirements enabling us to provide a cost effective & efficient solution.

LET US MAKE TECHNOLOGY WORK FOR YOU

TRADING DIVISION

Our trading division specializes in commercial and industrial construction and maintenance to architectural services, industrial cleaning, industrial supply distribution and commercial and industrial HVAC services. We have the experience and track record to make your project successful.



Industrial Supply. Ascentech is developing itself to becoming a leading supplier of all kinds of mechanical, electrical, electronic, survey and instrumentation equipments. The above includes but not limited to the supply all types spare parts for gas turbines, steam turbines, gas fired boilers, heat recovery steam generators, MSF desalination Plants, seawater and brackish water RO plants. In our range of supply are pipes, fittings, flanges, valves, industrial paints etc., for the Oil, Gas, Petrochemical, Power and Fertilizer Industry. Ascentech is also supplying tools and test equipments of various kinds and brands, Telecommunication equipments, etc.

Industrial Maintenance. Ascentech specialises in delivering core hard services within working

environments. These include the installation and maintenance of infrastructure, plant and machinery, and the refurbishment of commercial and industrial facilities.

Mechanical & Electrical installations, Production equipment maintenance & relocation, Facilities upgrades & refurbishment projects, Fast response reactive maintenance, Pre-planned maintenance,

We ensure compliance with statutory and organisation regulations and work with you in partnership to achieve your objectives cost effectively and with minimal disruption to your business.

We're large enough to handle your project and small enough to appreciate your business.



QUALITY & EXPERTISE

We partner with our clients. We concentrate on the details of the job at hand, while keeping an eye on the big picture and our fit with you in being a contributing part of your business for the long term.

We understand your needs and care about your business. We've built a reputation of excellent customer service that you won't forget.



OUR BRANDS



Impact Telecom is a full-service telecommunications company providing products and services to the entire marketplace through our family of brands.

Brand	Description	Competitive Advantage
Wowcall	Market leader of Voip Services boasting the best quality of service and rates among global providers.	<ul style="list-style-type: none"> ◆ Number services and Forwarding. ◆ Bulk SMS platform and grouping. ◆ Customer Loyalty Program ◆ 24/7 Customer support
Wowbox	One of the most feature-packed phone systems on the market at an unbeatable price.	<ul style="list-style-type: none"> ◆ 100s of features in one box ◆ 1000s of existing customers. ◆ 24/7 Support
Calling Cards	Our various Calling cards allows our customers to take advantage of our low-cost rates directly from their mobiles,	<ul style="list-style-type: none"> ◆ Pay-as-you go with the lowest rates. ◆ Class aptent taciti sociosqu ad litora torquent
Partner Brands	We partner with the greatest brands to enhance our portfolio.	<ul style="list-style-type: none"> ◆ With over 30 IT brands to work with we give our customers freedom of choice.

OUR BRANDS

We have changed our focus to the global market. We are continuously tweaking our products to compete against other international brands.

WowCall Case Study. With over a decade of experience in one of the most competitive markets, we have managed to differentiate our brands and services from the rest.

Our large investments in simplicity, customer loyalty programs, and stellar after sales support has grown our customer base by leaps and bounds.

Wowcall, our main telecom brand, has developed itself to stand against the top voice operators in the world, with its unique and easy-to-use interface, simple sign-up procedure, and countless value added services lets our brand compete beyond the price arena.

Some notable features that have



been added in the past year include, caller-ID modification, Wow Number ordering and forwarding, Wow SMS

bulk sms platform, as well as a world-class gamification and customer loyalty system.



WowCall Wowcall.com

Launched in 2011, Wowcall is currently our fastest growing service. With over 300,000 customers and growing we differentiate ourselves with innovative value added services at amazing rates!



WowBox Phone System

With over 100 unique and innovative features. Wowbox is our premiere flagship product for SMBs. A PBX system



Calling Cards International

Our Various calling cards that provide the greatest rates to international destinations include WowIndia, Talal, and Idea which provide specialized rates to different regions around the world.



Our Partners Integration

Our Idea of partnering is making our partners brands our own, and treating it with the same respect that we treat our own brands. We have partnered with over 30 IT brands for our value added services.

COMPANY STRUCTURE

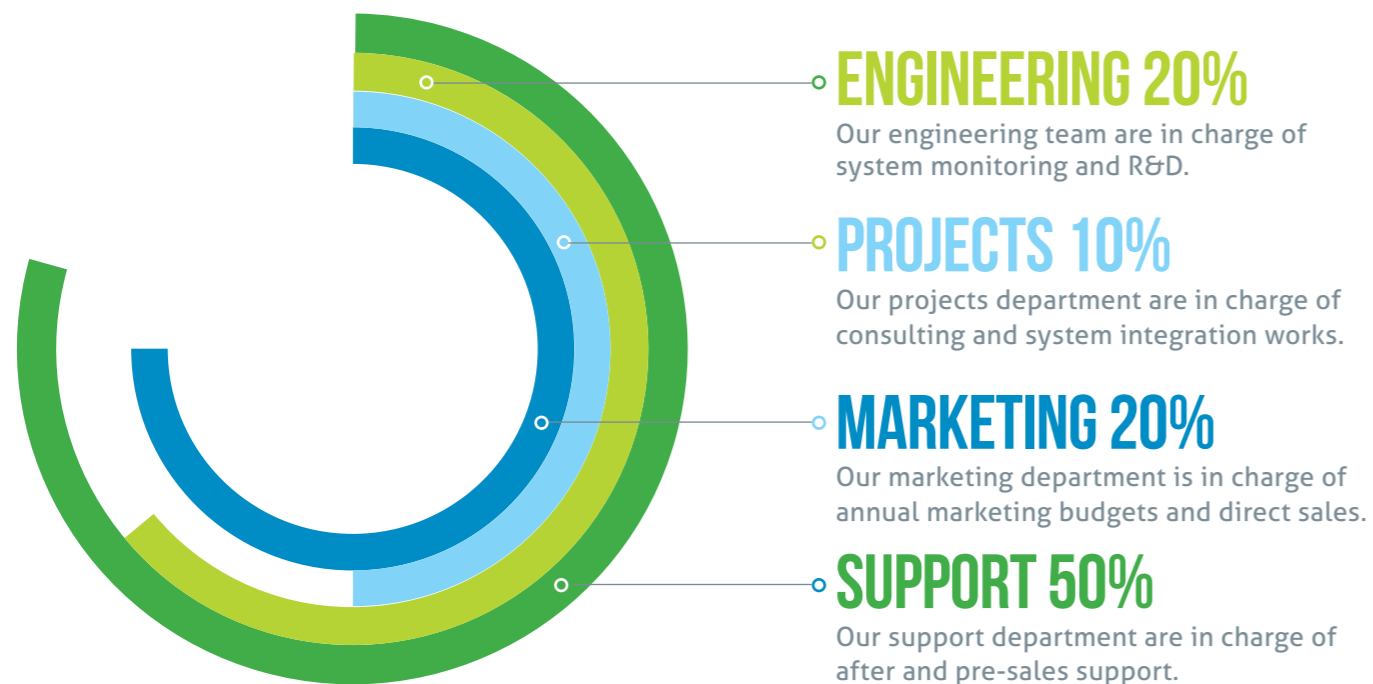
Technology plays a big factor in our company structure. In recent years, Ascentech has taken advantage of various online collaboration tools to cut costs and consolidate its various departments.

In addition to qualified & experienced top management & the managers, Ascentech's biggest asset is its pool of human resources and its in-house technical resources in building reliable relationships with customers.

Its qualified, professional and service oriented staff comprises of

Management Graduates, Sales & Marketing professionals, Microsoft Certified Professionals, Certified Network Engineers, Business Consultants, Professional Software Designers and Developers, Network Designers, Fire, Safety & Security and Environmental Engineering Specialists.

These professionals together support the Company's commitment to offer world-class technologies, products, services and support.



Our Customer Policy
Our main policy is to achieve excellence in after-sales support.

Research & Development
Our technical team are continuously gauging technology

Employee Collaboration
Ascentech group has recently moved its employees to

Our support department is the largest department and is under strict monitoring of the technical team. All support issues are logged into an online knowledgebase.

and improving upon the various services and technology offered. Our team consists of software developers, technology experts that continuously monitor and develop upon technology.

An online collaboration platform in order to streamline cross-border sales, support, and projects. This has allowed a better flow of knowledge between our international branches.



From the onset of our worldwide expansion plans, we have had a commitment to pool the resources of all branches into one. Our online collaboration tools, video conferencing stations, consolidated phone system, as well as remote support capabilities have enabled us to quickly expand.

OUR GROUP

Ascentech's rapid growth in just 10 years is due to our pioneering spirit and desire to make the Middle East self-sufficient in all its IT needs and our ambition to establish a class-leading business. Ascentech group currently consists of IT and Industrial services, trading, and telecom.



Ascentech Telecom Bahrain

Ascentech Telecom Bahrain has established itself as a market leader in low-cost telecom equipment & services in the Kingdom of Bahrain, bringing the innovation of our brands to the market.



Ascentech Services Bahrain

Ascentech Services, established in 2009, is the service company of the group. Specializing in special projects, training programs, as well as outsourcing and insourcing projects. Our expertise in project management has won us several large enterprise and governmental projects in the region.



Ascentech Telecom Thiruvananthapuram,

Established in 2010, Ascentech Telecom India manages our various telecom brands and provides IT and technical support to our current telecom customers. It also serves as a support call-center and outsource BPO center of the group.



Ascentech General Trading Dubai, UAE

Established in 2011, Ascentech General Trading LLC, brings our innovation and price-competitiveness of our IT products to the UAE market. With the only system integrator boasting a 24/7 remote support, we have already made leaps and bounds in establishing our market-share.

GROWTH STRATEGY

Ascentech focuses on attaining sustainable market positions in growing and emerging markets which it believes present above-average growth opportunities. Our aim remains to deliver value to our customers over the medium and long term.



Focus on Investment and Technology. Naspers has made substantial investments in recent years to upgrade and improve its subscriber and user platforms, and intends to continue with these investments in order to consolidate the leading positions it holds in many markets and to expand into new ones.

Increase Customer Base. Naspers seeks to continue to expand Wowcalls' user base by active marketing. Wowcall provides customers with unprecedented value added services at extremely competitive rates.

Maintain Local Approach. Ascentech believes that a component of its success in our markets is its emphasis on a local approach, involving targeted marketing, and incorporating linguistically and culturally tailored local content in its service offerings. Our online services provide world-wide currency, timezone, and our marketing involves geo-targetted regions.

Expand Value Added Services. In a highly competitive IT market, Ascentech believes in winning customers not only by price alone but by the value added services that shape our offerings into a complete package. Ascentech aims to expand its value added services portfolio and introduce the latest technologies into our services and products.

Attract Innovative and Motivated Employees. Ascentech places a high priority on attracting quality employees and encourages them to improve on cutting-edge technology and come up with new ideas. Ascentech believes that all its employees are partners in the business and any company success should be converted to employee success.

THE ASCENTECH WAY

1 FREE ADVICE

We are here to educate you about the benefits of technology. Let our 24/7 engineering team design your next IT infrastructure.

2 SAVE MONEY

With over a decade of experience in one of the most competitive markets in the world, we have learned to price our products & services competitively.



Launch of WowCall's Wow@Home service at Lulu Hypermarket

PREPARING FOR COMPETITION

We seek to keep on re-inventing ourselves in a market that is continuously changing and a competitive field that is continuously shifting. We continuously strive to gain in-depth insights about our customer portfolio which allows us to maximize revenue potential, increase customer retention, and boost prospective customers.

In establishing our market leadership we aim to stay on the cutting edge. We aim to maintain our competitive advantage by predicting future trends in our industry, constantly research and monitor our competitors, and adapting to our customer's wants and needs.

SALES REVIEW

In a marketplace filled with shifting dynamics, our customers count on Ascentech as a dependable source of products, services and solutions to meet their needs. Today, we're as confident of our growth potential as at any time in our history.

25%

Our voice services and product sales have had a staggering 25% growth per year. From just over 100,000 customers in 2008, we have surpassed 300,000 subscribers in 2013.

1.4 BILLION

Our technical team and equipment manages over 40 Million minutes a month, and we have managed 1.4 Billion minutes of retail customer voice traffic since our establishment.



our pbx system brand Wowbox (www.thewowbox.com) has had significant penetration in the market as a newcomer with customers in the finance, real estate, and airline industry.

Our future strategy. With over 500 wowbox installations, 300,000 wowcall customers as well as numerous high-profile projects under our umbrella, we are following a three point plan to our future growth.

Our growth involves expanding our brand popularity through targeted advertising, developing and innovating in new value added services to all our products and services as well as look into opportunities for diversification

Strong Market position & Products.

We currently manage several high scale projects in the Middle East region in the procurement, IT training, as well as secondment services. Furthermore, our flagship voice brand wowcall.com has grown a significant popularity world-wide with over 1000 new signups a day. Furthermore,

Over 300,000 wowcall customers, over 500 wowbox installations, and dozens of high end projects culminate Ascentech's current achievements.

1

Expand our global presence by various online advertisements leveraging

our centralized support and sales system. Utilizing the latest in online marketing and advertisements to convert prospective customers to permanent customers.

2

Continuously develop our value added services and features. This

will allow us to stand out from competition. Our services already include 24/7 remote support as well as a plethora of features that make our products and services shine.

3

Acquiring and developing new products and offering new services that

could appeal to the company's current customer groups as well as enlarging our portfolio with new products that fully utilize the potential of our existing technologies and marketing system.

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