
Corporate Profile: Ephyra Networks Inc.



Making Corporations Financially Efficient

Who We Are?

- Ephyra Networks Inc. (ENI) is a privately held California corporation headquartered in Menlo Park, California.
- ENI was founded in 2000 specifically to exploit technologies, design and implement country wide network solutions in developing nations.
- ENI has registered offices in the USA and China.
- ENI has presence in the UAE, Nigeria and Zimbabwe.
- Ephyra Networks leverages on its relationships, partnerships and joint ventures worldwide to enable its vision and mission of benefiting countries in Asia, Africa and Latin America. We address the needs of these countries and provide access to much needed capital, know-how and low interest loans to benefit the countries.

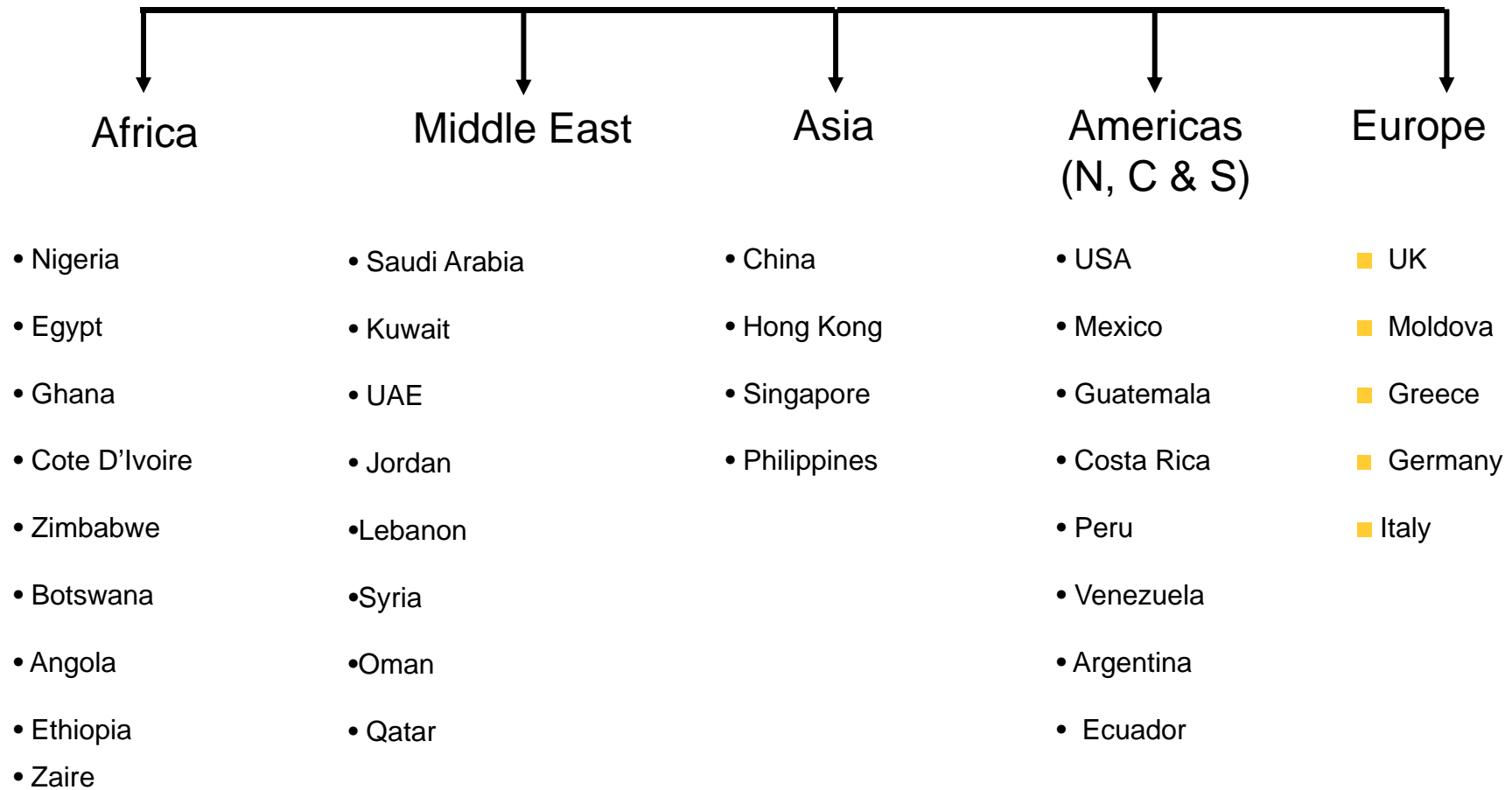
Our Mission

Our mission is to help executives make sound business decisions.

Our people bring insight and vision that allow clients to anticipate technology changes and how to monetize such technology.

Our first responsibility is to act with integrity and to respond to our clients' needs promptly and professionally.

Our Territory: Deployments & Advisory Work To Date



Ephyra Partners and Channels

Our Service Offerings

Our experiences and knowledge across these industry verticals enables us to help our clients capitalize on growth opportunities at critical moments in their corporate evolutions. We provide our clients with the following services:

- ***Technology evaluation to determine its potential commercial value***
- ***Corporate strategy & restructuring advice***
- ***Capital & debt restructuring***
- ***Partnership development and formation***
- ***Valuations, fairness opinion and appraisals***
- ***Technology licensing and transfer***



Business Lines Overview

Product & Services

Advisory

Capital , Debt &
Alternative
Investment
Development

Licensing

Technology
Evaluation &
Monetization

Partnership
Development
& Formation

M&A

Corporate
Finance

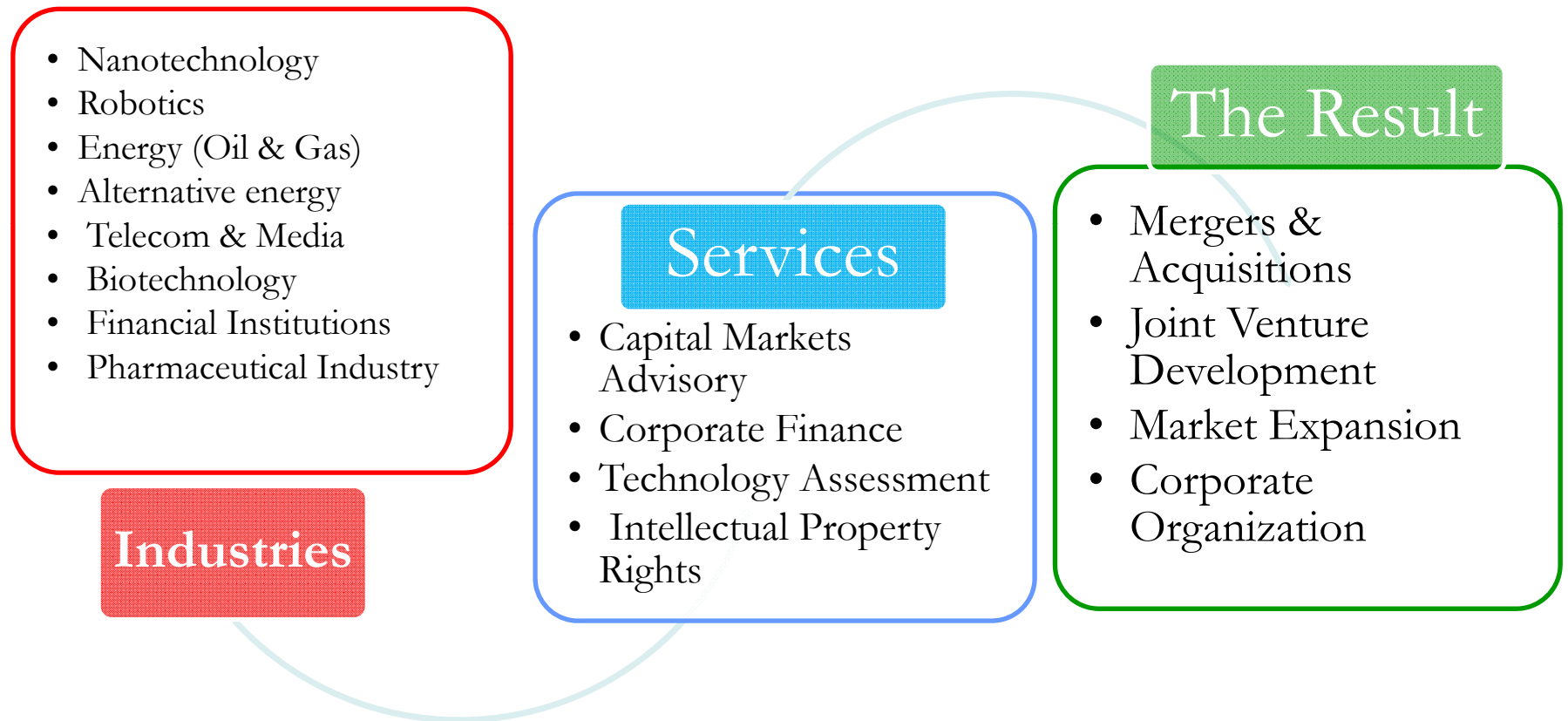
Capital
Markets

Private
Equity

Technology
Licensing
& Transfer

Telecom
Licenses

Ephyra Platform

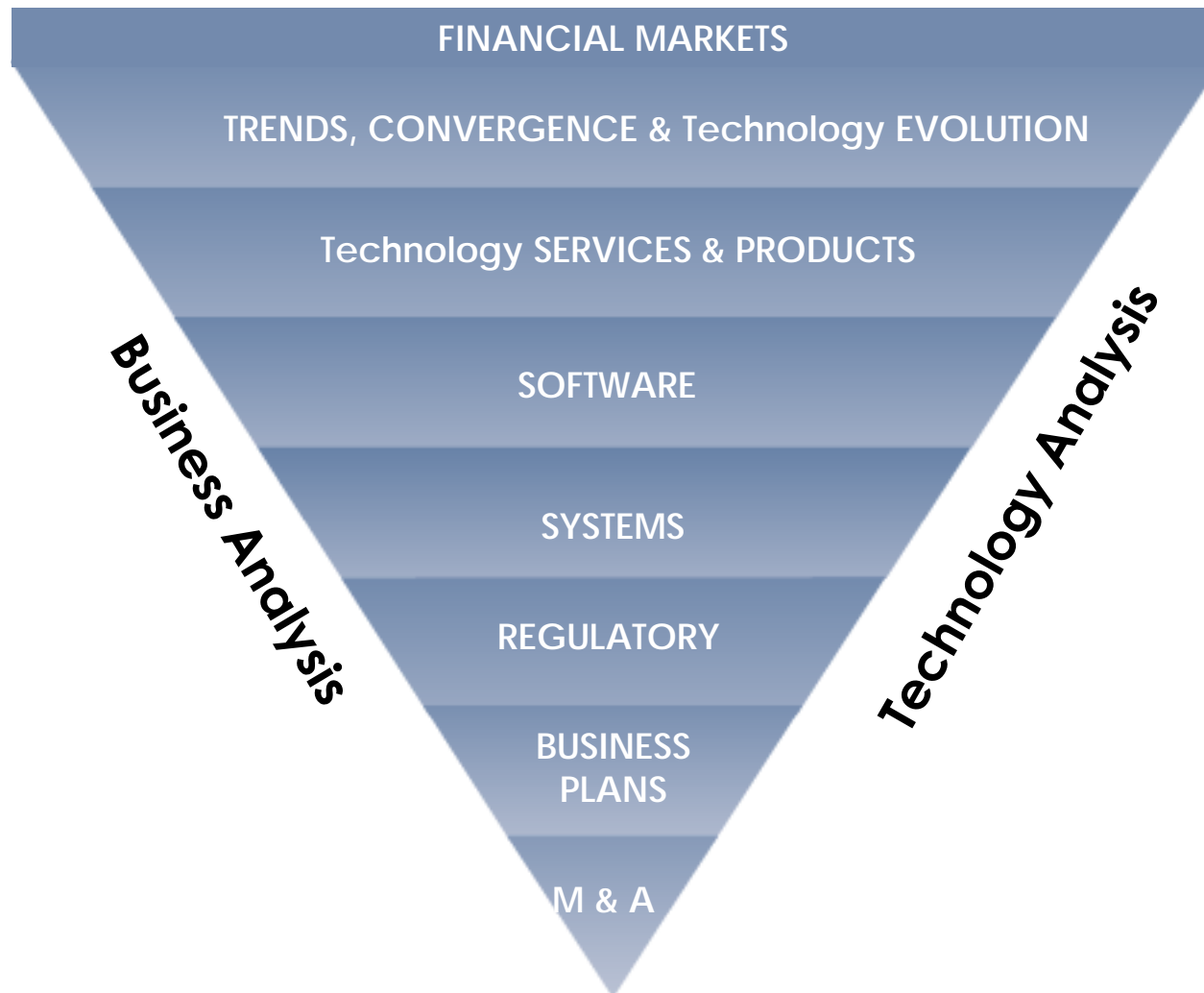


Our Approach to Technology Evaluation

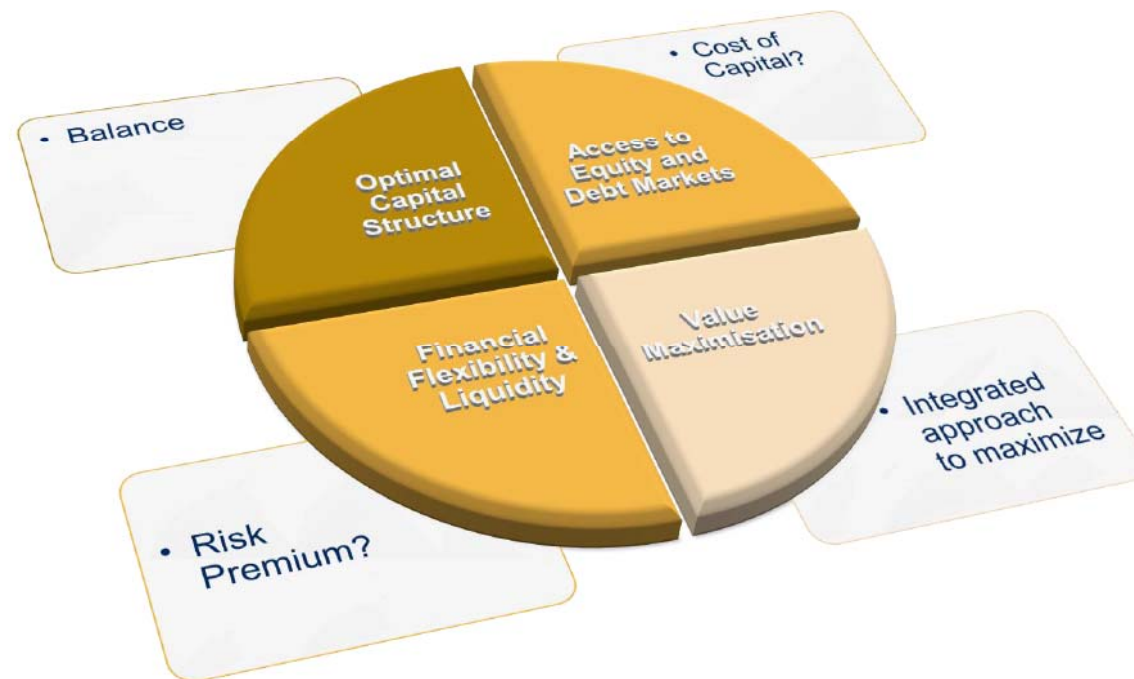
- Is it Novel or Derived?
- Separation of true potential from hype
- Does it have Multiple applications?
- Is it Disruptive?
- Can it be monetized? From laboratory to Market.
- Patent protection - prior publications make patenting difficult
- Status of development

A Uniquely Integrated Perspective

Macroeconomic Factors



Our Approach to Corporate Financing



- ▶ Business Model Development/Assessment
- ▶ Optimum financing levels to head off peak capital requirements
- ▶ Scenario Planning to balance cost of capital and analyze risk premium
- ▶ Funding at sub versus holding levels
- ▶ Debt Capacity / de-leverage

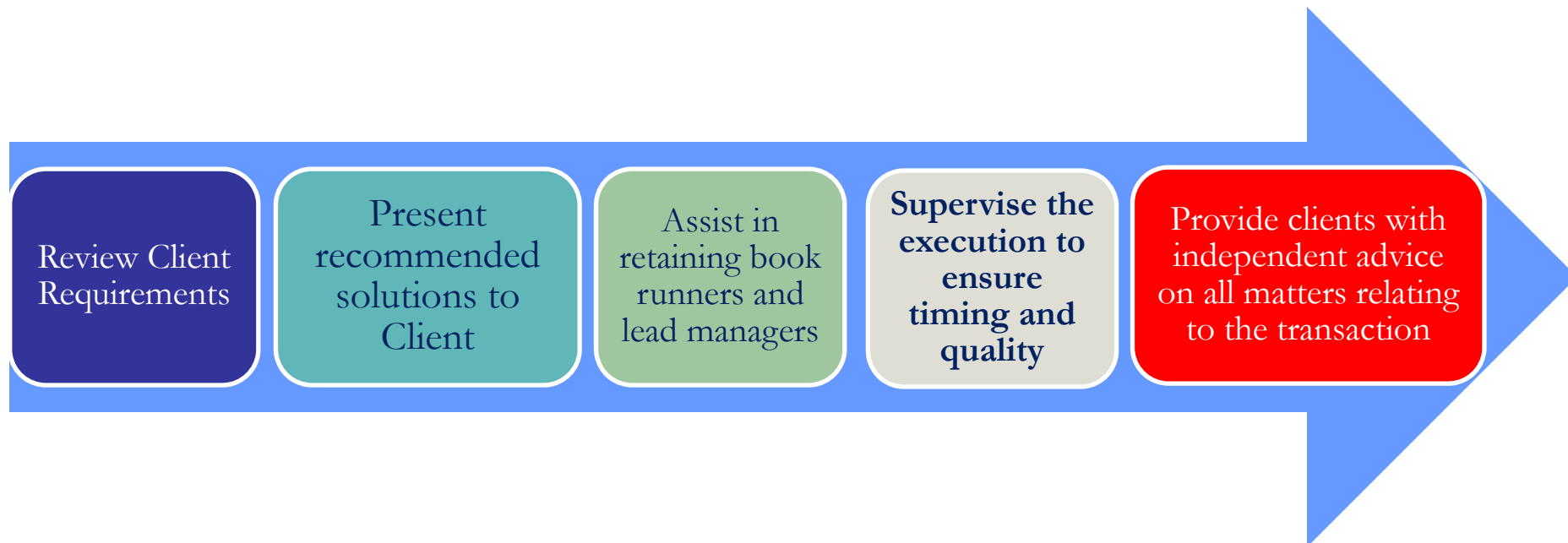
Capital Markets

- Debt Advisory –Islamic & conventional
 - Support throughout the process of the various debt alternatives
 - Help determine the right debt objectives and strategy
 - Execution of sukuk / bond / equity linked mandate
 - Transaction structuring (Islamic and conventional) - advice on key terms such as currency, tenor, security & covenants
 - Regional and international shows
- Equity Advisory
 - Provide independent, un-conflicted highly technical advice and execution support
 - Regional and international shows

Capital Markets – Our Value Add

| Market Knowledge | Core Areas | Transaction Structure |
|--|--|--|
| <ul style="list-style-type: none">• Direct dialogue with institutional Investors• Direct dialogue with heads of family funds• Independent analysis of equity transactions as they happen | <ul style="list-style-type: none">• Appointment of local banks• Independent market intelligence• Independent views on valuations | <ul style="list-style-type: none">• Capital increases and rights issues• Equity –Linked Instruments• Exit Strategy |

Capital Market – Service Process



Provide clients with various sources of financing including, GCC (Saudi Arabia, UAE) and China

Mergers & Acquisitions – Sell side

- Fee Based end-to-end advisory service
- We provide detailed technical assessment of the potential competitors in the market as viewed by the potential acquirer
 - Investor identification,
 - Investor approaches,
 - Competitive process management,
 - Deal structuring,
 - Negotiation,
 - Documentation

Mergers & Acquisitions – Buy side

- Fee Based end-to-end advisory service
 - Target identification
 - We provide detailed technical assessment of the target and the competition
 - Target approach,
 - Due diligence,
 - Valuation,
 - Deal structuring,
 - Negotiation
 - Documentation
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Our Company

Since inception, ENI has been dedicated to helping executives make sound business decisions by providing advice and analysis.



From business plans to Operations, from concept on paper to financing, ENI covers the breadth of the value chain.

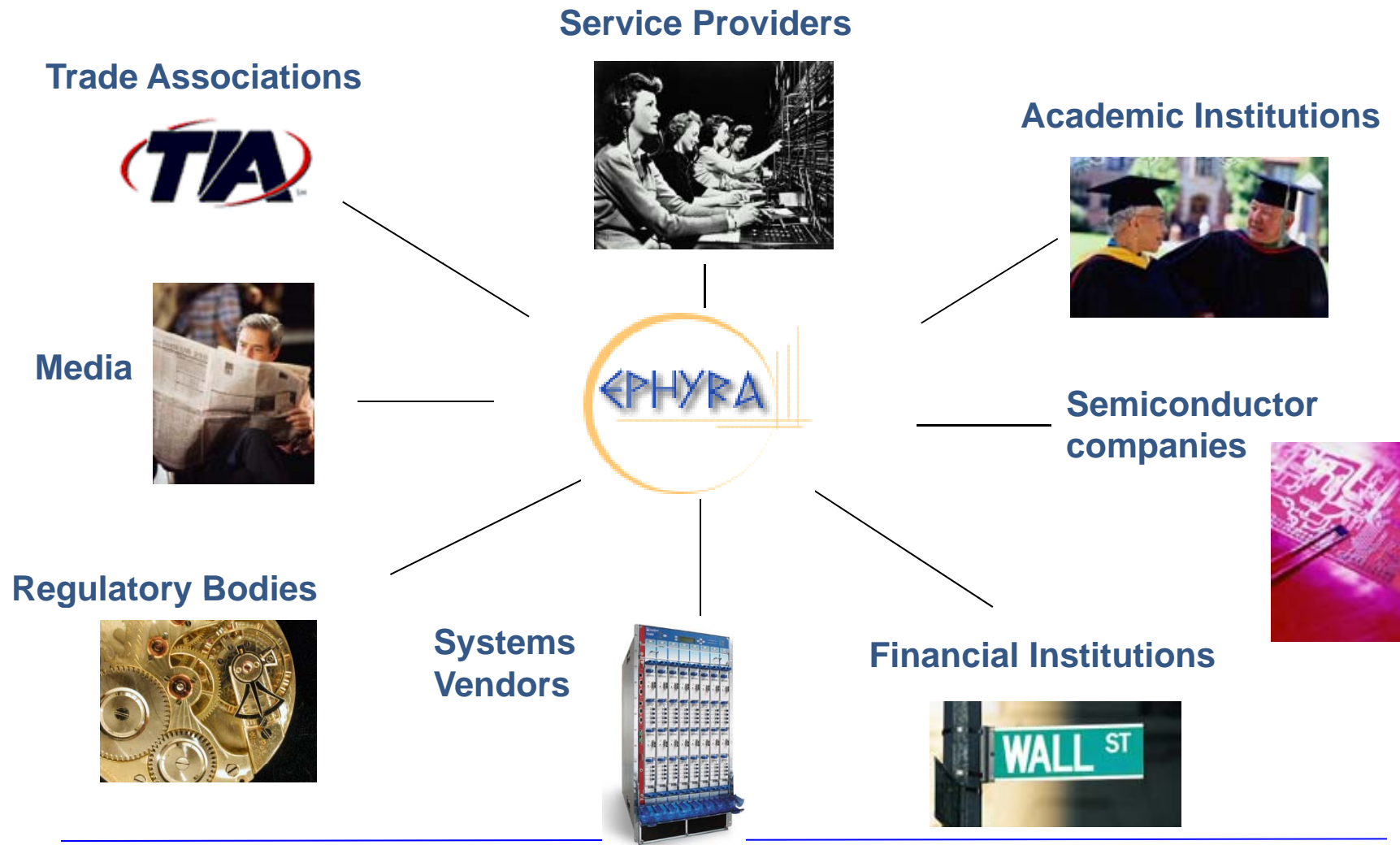
Our Service Offerings to the Vendors

- Market Intelligence to line up with planned features & Services
- Branding
- Channel development and screening
- Homologation and regulatory advice
- Network roll, acceptance test plans, interoperability
- Business plans and models to allow financing
- Post deployment support infrastructure

Our Service Offerings to the Investment Community

- Technology know how to allow bankers and investors a thorough understanding and monetization of
 - Technology
 - Convergence,
 - Value added services
- Valuation
- Business plans and models to allow financing

Our Extensive Network of Industry Contacts



Our Staff in The Press

Quoted and referenced by leading media publications serving telecommunications executives and managers

- Business
- Industry
- Finance



What our Clients Say about Us

- ▶ “Ephyra is good at getting inside and understanding systems and service provider directions” (*a leading Middle East Service Provider*)
 - ▶ “Ephyra’s people are entrenched in the field, very knowledgeable, very approachable,” (*comments from a switching & routing vendor*)

Some ENI Service Provider Clients



Some ENI System Vendors & Integrator Clients



Lucent Technologies
Bell Labs Innovations



Marconi



SIEMENS



Baud Telecom Company

Linking to the Future



Your Information and
Communication Technology Partner

DATA CONSULT



Some ENI Regulator Clients Since 2000



**Postal and Telecommunications
Regulatory
Authority of Zimbabwe (*POTRAZ*)**



Some ENI Investment Banking and Venture Capital Clients



Morgan Stanley



Goldman
Sachs

atlasventure

SELBY
VENTURE
PARTNERS



WACHOVIA

ERNST & YOUNG
Quality In Everything We Do

Thank you
