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September 15, 2021

To
The BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

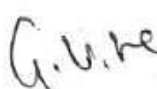

Sub: Press Release- Subex's new patent defines the future of Revenue Maximization for telcos

As per Regulation 30 of the SEBI (LODR) Regulations, 2015, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website.

Thanking you.

**Yours truly,
For Subex Limited**

G V Krishnakanth
Company Secretary & Compliance Officer

Subex Limited

CIN - L85110KA1994PLC016663

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Subex's new patent defines the future of Revenue Maximization for telcos

Helps telecom operators process data at the edge to mitigate risks proactively

15th September 2021, Bengaluru, India: Subex, a pioneer in enabling Digital Trust, today announced it has broken new ground by now extending its revenue maximization capabilities to the network edge. This marks a significant achievement for the company as it will now be able to help telecom operators and subscribers to take actions proactively and prevent fraud faster and accurately by arresting it at the source. This also signifies an important milestone in the company's 5G roadmap. Towards this, Subex announced that the U.S. Patent and Trademark Office has granted the company's patent application no. 11108914.

With this patent, Subex moves revenue maximization to the edge, thereby setting standards for operators to proactively identify monetization opportunities. At the same time, it will now move a step closer to detecting and preventing risks such as digital fraud to prevent damage before it happens.

Moving revenue maximization to the edge marks a significant development for the industry as a whole. As the telecom industry accelerates its journey to 5G and opens new revenue streams from the enterprise domain, mobile edge computing will become imperative for operators to make decisions faster, with enhanced reliability and agility. This has, further, made it mission-critical for operators to move their revenue maximization efforts closer to their subscribers, to the edge to truly leverage the potential opportunities provided by 5G and prevent any associated risks.

Through this patent, Subex will now be able to help operators:

- Enable better and faster decision-making and risk prevention at the source of the problem
- Proactively identify monetization opportunities
- Prevent exposures to digital fraud at the user equipment level
- Provide seamless customer experience

"The telecom industry has been a key enabler of digitalization, which has only accelerated as 5G becomes mainstream. 5G revolves around decentralization of the network, and today, a lot of computing and management happens at the edge. It is now imperative for operators to move decision-making closer to the source, i.e., the end user's equipment in order to ensure competitive advantage. This patent gives us the ability to reach that edge, and thereby enhances the capabilities and effectiveness of our Business Assurance and Fraud Management product set," said **Vinod Kumar, Managing Director and CEO, Subex**. "The issuance of this patent is another step in our journey to be the world leader in enabling Digital Trust."

About Subex:

Subex is a pioneer in enabling Digital Trust for businesses across the globe.

Founded in 1994, Subex helps its customers maximize their revenues and profitability. With a legacy of having served the market through world-class solutions for business optimization and analytics, Subex is now leading the way by enabling all-around Digital Trust in the business ecosystems of its customers. Focusing on risk mitigation, security, predictability, and intelligence, Subex helps businesses embrace disruptive changes and succeed with confidence in creating a secure digital world for their customers.



Subex leverages its award-winning product portfolio in areas such as Business Assurance and Fraud Management and enhances them with the power of AI/ML to help CSPs reduce risk, combat fraud, and thereby ensure profitability.

Subex also offers scalable Managed Services and Business Consulting services. Subex has more than 300 installations across 90+ countries. For more information, visit www.subex.com.

In case of any queries, please reach out to-

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