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February 8, 2023

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400 001
Fax: 022-2272 2037/2039/2041/3121
BSE Scrip Code: 532348

The Secretary
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot no. C/1
G Block, Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051
Fax: 022-2659 8237/38; 2659 8347/48
NSE Symbol: SUBEXLTD

Dear Sir/Madam,

Sub: Subex to Showcase its AI Solutions at MWC

Please find enclosed the Press Release which the Company intends to make with respect to its participation in the upcoming Mobile World Congress (MWC), which will be held in Barcelona, Spain, from the 27th February to 2nd March, 2023.

Kindly take the same on record.

Thanking you.

Yours truly
For Subex Limited

G V Krishnakanth
Company Secretary & Compliance Officer

Encl.: As above

Subex Limited

CIN - L85110KA1994PLC016663

Registered Address : Pritech Park - SEZ, Block-09, 4th Floor B Wing
Survey No. 51 to 64/4, Outer Ring Road, Bellandur Village, Varthur Hobli, Bengaluru - 560 103. India

Subex to Showcase its AI Solutions at MWC

To showcase its HyperSense AI-led solutions across multiple use cases

8th February, 2023, BENGALURU, INDIA – [Subex](#), a pioneer in the space of Digital Trust, today announced that it will be participating in the upcoming Mobile World Congress (MWC), which will be held in Barcelona, Spain, from the 27th February - 2nd March 2023. Subex will be present in Booth #5D81 in Hall 5.

At MWC, Subex will showcase its award-winning platform, HyperSense AI, and its capabilities to cover many AI-related use cases. Towards this, Subex will demonstrate its HyperSense AI-led solutions to drive growth, protect revenues, enhance profitability, optimize Capex and expand digital service offerings.

Subex will also showcase the Machine Learning Operations (MLOps) capabilities of HyperSense AI to help data scientists and experts build Machine Learning models with larger scale, productivity, and efficiency while sustaining the model quality. The platform accelerates the time to get models production-ready, reducing human errors and driving AI at scale. In addition, Subex will unveil their "AI Trust Calculator" – an auditing tool that measures and quantifies "Trust" on key pillars of the HyperSense AI framework, such as Technical Robustness, Model Transparency, Model Safety, Security & Privacy, and AI Trust Score. The company will also share examples of how AI-led process automation can be used to manage energy consumption leading to a reduction in carbon emissions.

"Return on Investment (ROI) from AI investments has been a topic of debate within the telecom industry. Most organizations today fall short of reaping the full potential of AI due to a multitude of reasons stemming from gaps in skill management, domain expertise, and use case definition. We believe that in today's data-driven ecosystem, it is imperative for AI investments to align with business objectives, for which democratization of AI will be mission critical. At MWC, we look forward to showcasing our ability to combine our domain expertise with cutting-edge AI capabilities to help telcos make the most out of their AI investments. Our showcase will focus on putting the power of AI in the hands of business users and thereby driving scalability and growth for our customers, said **Vinod Kumar, Managing Director, and CEO, Subex.**

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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-round 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.

Through HyperSense AI, Subex empowers communications service providers and enterprise customers to make faster, better decisions by leveraging Artificial Intelligence (AI) analytics across the data value chain. The solution allows users without coding knowledge to easily aggregate data from disparate sources, turn data into insights by building, interpreting and tuning AI models, and effortlessly share their findings across the organization, all on a no-code platform.

Subex has more than 300 installations across 90+ countries.

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