

Roshan Selects MATRIXX Software to Usher in Afghanistan's Digital Era in Telecommunications

Dubai, UAE and Saratoga, Calif., May XX, 2019 — [MATRIXX Software](#), an innovation powerhouse committed to transforming global commerce, today announced that Roshan, Afghanistan's leading telecommunications service provider, has selected MATRIXX Digital Commerce to transform their operations and grow revenue.

Roshan is partnering with MATRIXX Software to change the way its six million customers use telecom services by bringing real-time digital experience and personalization for all voice, data and digital services.

MATRIXX has a global customer footprint across Europe, the Middle East, Asia and North America. Roshan selected MATRIXX because it is the only vendor providing a single platform that both protects and grows revenues from traditional prepaid voice and messaging services while also delivering the tools to attract smartphone users and increase data usage. As the digital revolution sweeps through emerging markets, mobile operators need cost effective, scalable solutions that improve their existing operating portfolios while building for the future of smartphones and digital service revenues.

In a signing ceremony in Dubai, UAE, Roshan's CEO Karim Khoja said, "Since our founding, Roshan has always embraced implementing new technologies and applications to provide our customers with the best experience. This partnership with MATRIXX Software showcases that the digital experience is quickly becoming a reality in Afghanistan."

"Afghanistan's communications infrastructure has come a long way in 16 years and Roshan has played and continues to play a significant role in making that happen," said Dave Labuda, MATRIXX Software co-founder and CEO. "It is only natural that Roshan is leading the way into a new era of digital connectivity. We are proud to be a part of helping Roshan deliver the future of customer experience and service innovation that Roshan aims to bring to their customers."

Built entirely from scratch, the multi-patented, award-winning MATRIXX Digital Commerce Platform enables a digital-first reinvention of Telco BSS. It brings together traditionally separate network and IT functions into a single platform including product design and lifecycle management, customer engagement, service delivery and monetization. Built for digital, the MATRIXX Digital Commerce Platform offers operators the agility and seamless scalability required to compete and win now and in the future.

Roshan has always been a pioneer in leveraging its robust network infrastructure and technology to support the government and the people of Afghanistan. These include the launch of Afghanistan's first ever mobile money service, M-Paisa, which has contributed to increasing financial transparency and financial inclusion. Roshan also launched the first Telemedicine

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program in Afghanistan in 2007, linking hospitals in Badakhshan, Bamiyan and Kandahar provinces to the French Medical Institute for Children and Mothers (FMIC) in Kabul, one of the most modern hospitals in the country. Since its launch, almost 30,000 patients across Afghanistan have received treatment through this telemedicine link.

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About Roshan

Roshan (Telecom Development Company Afghanistan Ltd) is Afghanistan's leading total communications provider with 6 million active subscribers and a network that covers over 287 districts and cities in all of the country's 34 provinces.

Roshan is a true Afghanistan success story, serving as a catalyst for economic growth and actively contributing to the country's long-term development. Since its inception in 2003, Roshan has invested approximately \$750 million in Afghanistan and is the country's single largest private investor and taxpayer, contributing approximately five percent of the Afghan government's overall domestic revenue. Roshan directly employs around 900 people, 20 percent of whom are women, and provides indirect employment to more than 35,000 people. Roshan is deeply committed to Afghanistan's reconstruction and development.

The Aga Khan Fund for Economic Development (AKFED), part of the Aga Khan Development Network (AKDN), is a major shareholder of Roshan and promotes private initiatives and building economically sound enterprises in the developing world. Also owned in part by Monaco Telecom International (MTI) and Telia, Roshan brings international expertise to the country and is committed to the highest standards of network quality and coverage for the people of Afghanistan.

To learn more about Roshan visit www.roshan.af or <http://www.facebook.com/RoshanConnects>. You can also follow us on Twitter [@roshanconnects](https://twitter.com/roshanconnects).

About MATRIXX Software

[MATRIXX Software](#) provides next-generation, cloud native digital commerce solutions that transform how companies do business. Serving many of the world's largest communications companies, IoT players, and emerging digital service providers, MATRIXX is committed to delivering a modern commerce platform that easily scales to support global market places and consumption-based services. Through its relentless commitment to product excellence and customer success, MATRIXX empowers businesses to reinvent themselves and succeed as a digital leader.

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