

HAF Consulting Expands Role as Technical Advisor to China Development Bank and PLAY, Poland's Fastest Growing Mobile Operator.



For Immediate Release

July 11, 2008

London, United Kingdom: HAF Consulting Limited (HAF), a global provider of Telecom, Media and Technology consulting services, today announced the recent continuation and expansion of a major telecommunications advisory engagement in Poland.

On behalf of China Development Bank (CDB), and in support of their recently announced agreement to loan €640m (\$1.010 Billion) to PLAY, Poland's fourth mobile phone operator, HAF will expand its role as the bank's Technical Adviser, working alongside the operator to provide a wide range of financial and technical audit services and expert industry consultation and advice.

CDB is the largest of China's so-called "policy banks", raising money through bond sales and then lending to companies and projects in-line with China's macroeconomic policies. At the end of 2006, CDB had more than \$330bn in assets.

Play has attracted approximately 1.4m customers since starting operations 16 months ago, rapidly becoming a major factor in the country's mobile telecom market.

Huawei, the Chinese telecommunications equipment maker, has been engaged as the primary supplier of Play's mobile network infrastructure, highlighting its increasing success in securing contracts in Europe.

"Our demonstrated success at providing a full range of network improvement and auditing services for wireless operators generates significant shareholder value for our clients," said David Dockter, Managing Partner, HAF Consulting, "...and given the tremendous and accelerating demand for these services, we are very pleased and honored to play an important role assisting our clients throughout emerging markets." "Our commitment and successful experience in Poland again underscores the value we bring to our customers, through our collaborative approach in dealing with complex day to day challenges and opportunities."

"TMT Investors continue to closely monitor their portfolios and best in class wireless operators are fanatically concerned with the level of service and functionality their networks provide. Given HAF Consulting's reputation for operational experience and acknowledged relationships with well respected institutional investors, such as China Development Bank, hedge funds, investment banks and private equity groups, we believe we are uniquely positioned to continue to assist both TMT investors and wireless operators. The expansion of this CDB/Play engagement is clearly indicative of our demonstrated strength in the marketplace," concluded Jon Short, Managing Partner, HAF Consulting.

The expansion of the HAF's technical advisory role in Poland builds upon significant recent engagements including assistance with privatization of wireless operators in the Middle East, network improvement and auditing work in the Central and Eastern European market and strategic marketing and financial consultancies for various hedge fund and private equity clients.

About HAF: For more information, please contact: www.hafconsulting.com

HAF Consulting is an international boutique that provides a wide range of consulting services relating to the pursuit, analysis, acquisition, launch and optimization of business within the telecommunications, media and technology (TMT) industries worldwide.

HAF has served its clients for more than a decade by providing expert strategic, marketing, technical, financial and operational advisory services. HAF helps its clients build enterprise value and increase operational efficiency by providing a wide range of services related to start-ups, acquisitions, mergers, operations, integration, growth and changes in strategic direction.

...announcement in Polish financial newspaper
regarding the transaction...July, 2008...

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