

## **Biographical Data Profile**

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More than 20 years of experience in telecommunication companies covering all the Telco areas: fixed, mobile, service provider. In the last 2 years as entrepreneur, manager and consultant after 20 years in the Telecom Italia Group. Direct responsibility as CEO, Managing Director or Chairman, of Italian companies (i.e. Blu 4th mobile operator in Italy) and foreign participated companies of TIM.

Directly reporting to the TIM CEO I founded and managed for 6 years the International Division achieving the target of 50 million clients and more than US\$3 billion of turnover, having the full responsibility of the P&L, M&A, controlling the companies, fixing the targets and KPIs. I managed the start-up of 10 new companies, the business development in new areas of interest (i.e. ISP, WASP) and the international relations of TIM. I have been part of 18 Boards of Directors in Italy, Europe and Latin America.

I launched many new initiatives as consultant and managed strategic alliances and commercial partnerships, developing business in different areas of the world.

### **Personal Information**

**Name:** Elis Bontempelli

**Place & Date of Birth:** Cles, Italy - April 22<sup>nd</sup> 1956

**Nationality:** Italian

**Marital Status:** married, 1 boy

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**Languages:** Italian (mother tongue), English (fluent), French (fair), Spanish (fair), Portuguese

### **Education**

**Master in Business Administration (MBA)** – Major Finance – Kogod School of Business - American University - Washington D.C.- 1985

**Degree in Economics** – Economia Politica – Bocconi University, Milano – 1981

### **Professional Experience and Accomplishments**

**P&B CEO** **May 2006 – present**

Founder and CEO of a Consultancy firm focused on ITC industry. Advisors for strategic and business decision making (among the clients: Carlyle Group, Al maviva Group, etc.).

**AURA International S.A. Chairman** **May 2006 – present**

Project development and leader of the creation of a new Call Center Company in Brazil (Al maviva do Brasil).

**Maxfon CEO** **May 2005 – May 2006**

Creation and start-up of a new telecommunication operator focused on wireless market (Hyperlan and Wi-Fi) targeting to become the first to market in term of WiMAX technology and one of the leaders of the Italian market as broadband wireless access and fixed-mobile services.

Defined a new business model, strategy and business case. Created the operating holding and 6 regional companies. Developing the first pre-WiMAX networks in Italy. Establishing partnership with technology leaders and service providers.

Current activity focused on the fund raising to provide the resources to participate in the auction for the WiMAX licenses and in the first 2 field trials of the new technology.

One of the major shareholders of the new entity

**FreeMove Managing Director April 2003 – April 2005  
**Creation and implementation of a strategic alliance “FreeMove” among 4 leading mobile operators in Europe: TIM, T-Mobile, Telefonica Moviles and Orange.****

Definition of the strategy, objectives, legal framework and organization of the overall project to establish a long-term cooperation among the 4 companies. Coordination of the working groups and the project teams activities of the alliance. Leadership and supervision of the TIM participation in the project. **More than 200 million € of value creation in 2004 and definition of the 3 years plan to achieve 1 bill. € of benefits.**

First Chairman of FreeMove Management Board and Managing Director responsible of the association objectives and achievements. In charge of the legal entity of the association, Unity Alliance, incorporated under the Dutch Law.

**Blu S.p.A - CEO and Managing Director Sept 2002 – March 2003**

**Led the mobile operator Blu “break up” and subsequently the merger with TIM in only 3 months, granting to TIM € 451 million tax savings and 150 million of other benefits. Negotiating and implementing the spin off of the different activities. Managed 1,400 people allocation and outplacement. Negotiated with suppliers € 600 million debt settlement achieving around € 60 million savings.** Implemented the “contingency plan” of liquidation of the commercial network and the resale of the equipments. Full merger of all operational activities in only 4 months. Successful negotiation with the Italian Tax Authority to grant the expected fiscal benefits.

**TIM – Executive Vice President Special Projects May 2002 - August 2002**

**Successfully negotiated with 7 shareholders the acquisition of Blu, the fourth mobile GSM operator in Italy with 1.9 million clients, 600 € mil. turnover and 2.5 bill. liabilities.** Negotiated with 3 operators and the Italian authorities the break up of the Blu assets. Managing the approval of the European Commission, Italian Competition Authority, TLC Authority and Ministry of Communication. Led the multifunctional team of financial and legal advisors, granting the closing of the deal in only 4 months.

**TIM – Executive Vice President International Division May 2000- May 2002**

The position had the full P&L responsibility of the 10 controlled companies and a joint responsibility of the market and economic/financial results of 6 participated foreign companies (subscribers, EBIT, profitability, CAPEX, etc.). As head of the Division, with the CEOs direct reporting, I was in charge of defining the strategy and the goals of the companies, controlling the plans, budget and performances and choose the top managers.

- **European Area from 2.5 to 5 million customers. Reached the financial break even of Amena in only 30 months. increased 30% profitability of TIM Greece and 8% in Mobilkom Austria.**
- **Brazilian Area: from 2.7 to 5 million customers and from .3 to .9 million EBITDA. First in term of profitability in the Brazilian mobile market.**
- **Latin America Area: from 2 to 3.5 million customers and positive EBITDA. Superior results in Chile and Venezuela and turnaround in Argentina.**

In charge of merger and acquisition of mobile companies worldwide including the acquisition of new mobile licenses through tender or beauty contests.

- **License in Turkey (2,5 bill. US\$), Peru (300 mil. US\$), 3 GSM licenses in Brazil (1.1 bill. US\$), GSM license in Argentina e Paraguay, UMTS licenses in Spain, Austria, Greece and France (at a very convenient price).** Negotiation of the acquisition of E-Plus in Germany, TPSA in Poland and GSM licenses in Bulgaria, Morocco and Tunisia.
- **Support in the process of dismissals that generated 1.5 bill. €, selling stakes in Spain, Austria, France and Ukraine.**
- **Overall coordination during the start-up phase and integration of the new acquired companies in the TIM Group: 5 successful start ups.**

In charge of the relations with suppliers in terms of negotiations of the frame contracts, first contract related to the network, IT supply and vendor financing: **relevant savings achieved.**

As Managing Director of TIM International and SMH the financial holding company of TIM in charge of the definition of the financial structure of the new ventures. Developed positive relations with long term investors, banks, financial institutions, ECAs, EIB.

- **SMH and TIM Int. positive results for 3 years,**
- **500 mil US\$ financing in Turkey,**
- **120 mil US\$ vendor financing in Peru and 250 mil US\$ financing in Venezuela.**

Responsible of the business unity “services for the international customers”: roaming, customer assistance, multinational clients: **€ 200 mill. revenue per year with 10% increase per annum.**

In charge of the development of the mobile internet activities and Wireless Application Service Providers in Latin America. **Founder of TIMNET the first WASP and mobile portal in Latin America. Developed a worldwide services offer (Verizon in USA).**

#### TIM – Executive Vice President International Affairs Sept. 1997- May 2000

**Responsible for building the international department of TIM developing the company’s activity abroad. Recruited a dynamic and innovative management team.**

In charge of the definition of the internationalization strategy and subsequently of the organization of the new department. Established long-term business contacts abroad and international relations with foreign bodies and authorities.

Led the M&A activity worldwide and the scouting of the opportunities in the telecommunication market related to mobile operators and new licenses.

- **Acquisition of Mobilkom Austria (700 mill. US\$), license in Spain (2 bill. US\$ investment commitment), 2 operators in Brazil (1 bill. US\$), 2 licenses in Brazil (400 mill. US\$), Digital Venezuela (400 mill. US\$), Astelit Ukraine (20 mill US\$).**
- **Negotiation of the acquisition of Airtel Spain, One to One UK, Omnipoint USA, auctions in Romania, Czech Republic, Slovenia, Cuba, Thailand, Norway, Powertel USA**
- **Dismissals of Barhti Celular India and Jilin Huatai China.**

**Successful start ups coordination of: Entel PCS Chile, Entel Bolivia, Amena Spain, Telkom Serbia Mobile.**

Responsible of the key commercial targets (i.e. market share, ARPU) and economic/financial results of the 10 participated companies (subscribers, EBIT, profitability, CAPEX, etc.) approving and controlling the plans, budget and KPI.

- **Turnaround of Bouygues Telecom,**
- **Successful IPO of Stet Hellas on NASDAQ**
- **10% margins growth of Mobilkom Austria**
- **EBITDA break even of Entel PCS in only 24 months.**

**Developed in the affiliates the successful business model of TIM: prepaid for the mass market, low handset subsidy, services innovation, high quality network, customer care priority, high users focus, distribution chain partnerships.**

In charge of the funding of the new ventures and, in cooperation with the Finance Department, of the negotiations with banks and financial institutions.

In charge of the services for the international customers **around: € 150 mill. revenues per year ensuring double digit growth per year.**

Created successful partnerships and joint ventures to develop new commercial initiatives and new services for the international travelers market: **World in touch, World Wide Roaming**

Developed a “plug and play” strategy to provide solutions for the subsidiaries of TIM. **More than 30 mil. € of savings per year.**

#### Telecom Italia – Planning and control Vice President 1994 - august 1997

Responsible at the corporate level of strategy, planning, budget, control and reporting. **First to implement operating plans approach and transfer pricing in the divisional structure of Telecom Italia.**

Developed new methodologies of portfolio analysis and strategic planning tools, EVA model.

Launched investor relations activities

**Successfully contributing in terms of economic analysis to the merger of STET and Telecom Italia and of the spin off of the mobile activity (TIM).**

**First cost cutting plan of the Group identifying the 300 mil. US\$ of areas of optimization: suggesting outsourcing models and aggressive downsizing of “no core” activities and business process reengineering.** Developed new planning and control methods for investment in wireline projects and reporting instruments (balance scorecard).

**SIP – Operating Planning Director 1991 - 1994**

**In charge of the definition of the new planning process and of the implementation of the medium – long term plans at the corporate level,** pushing new financial strategies and diversification of the business portfolio of services. Developed managerial accounting for regulatory purposes and economic analysis for fixed lines tariff revision.

**Strong contribution to the merger process of local (SIP), domestic (IRITEL) and international long distance (ITALCABLE) companies in Italy.**

**Launched, first in the Italian telecommunication industry, the action plans approach. First cost cutting plan of the wireline activities.**

**SIP – SBU panning and control Manager 1987 - 1991**

**First implementation of the financial planning and control for SBU (Fixed, mobile, data transmission, VAS, product sales).** Defined innovative long term business strategies validated by business planning for products and services and SBU. Supported marketing plan and feasibility studies to launch new services

**SIP – Headquarter – Senior Controller Mass market 1985 - 1987**

In charge of business planning and financial evaluations of the commercial department. Definition on “economic base” the commercial plans, the target for the commercial chain, compensation plans, sales distribution and incentives. Analysis of the commercial and economic performances for product and service.

**SIP – Regional Direction - Auditor 1981 - 1983**

In the Italian fixed line incumbent auditing of the general accounting and financial requirements and standards. Auditing of the respect of the law and fiscal aspects.

## **Assignments:**

**Chairman of the Management Board and Managing Director:** FreeMove alliance

**CEO and member of the BOD:** Blu S.p.A and Maxfon S.p.A (Italy) and Aura International (Luxembourg)

**Managing Director:** SMH and TIM International B.V (Netherlands).

**Chairman of the Board of Directors:** TIM Peru, TIMNET (Brazil), Telenordeste Celular (TND -NYSE), Telecelular Sul (TSE – NYSE), Maxitel (Brazil), Bitel (Brazil).

**Member of Board of Directors:** Bouygues Telecom (France), Amena (Spain), Mobilkom (Austria), IS-TIM (Turkey), STET Hellas (STH-NASDAQ) Greece, TIM Brazil, STET International N.V., STET Mobile Holding, STET International Netherlands, Entel PCS (Chile), Digitel (Venezuela), Almagora do Brasil.