



## Press Release

June 15<sup>th</sup>, 2010

# HAIKU steps up its international strategy and announces the opening of an office in Singapore

**Paris, June 15th 2010** – Haiku a leader in convergent solutions for Telcos and Tiers 1 industrial players is moving forward and announces its presence in South East Asia with the opening of an office in Singapore. Haiku will be permanently present in the region and has established a partnership with Firstcomm, a Singapore based company. This partnership will be officialised during CommunicAsia exhibition from June 15th 2010 to June 18th 2010. Haiku will be present at this show for the third consecutive year.

## Haiku establishes a point of presence in South East Asia

Haiku's main business targets:

- Implement end to end solution for mobile portals and applications store for carriers
- Build a customer portfolio of Tiers 1 industrial web players in South East Asia

In this context, Haiku has recruited **Sirina Sisombat** as Area Sales manager. She will be present in Singapore from June 15<sup>th</sup> 2010. Sirina who has extensive experience in the mobile and internet field, in particular with content provide management, will be in charge of the Singapore hub and represent HAIKU on a daily basis in the region.

**Laurent Dénémé**, founder and president of Haiku, is truly confident that the arrival of **Sirina Sisombat will be of great help for the company**: « We are glad to count Sirina among us. Her experience with carriers gives her a comprehensive knowledge of the market and accurate skills. I am convinced that Sirina will be able to increase and leverage on our commercial presence in the region. Her arrival is an important milestone in Haiku's growth”

The company also plans to grow the team in Singapore by 2011.

Besides, Haiku has been developing a local network for 2 years now. Today, it becomes reality with the partnership closed with FIRSTCOMM. Created in 2006, the company has already successfully collaborated with major industrial players and mobile carriers.

Visit Haiku at CommuniAsia from June 15<sup>th</sup> to 18<sup>th</sup> 2010 on the French pavilion booth 3F2-01.

Being present for the third consecutive year, HAIKU considers CommunicAsia as an important event to meet industry players, present its solutions and keep an eye on South East Asia market evolutions

**Laurent Déménéé**, President of Haiku, declares: « Establishing our point of presence in South East Asia is a momentum in our development and marks our clear intention to play a key role in the ASEAN markets as expert in multimedia convergence field. We are in particular very honored to work with Firstcomm, who will, together with Sirina, help us enter one of the most vibrant and dynamic markets in a fast growing region.

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#### About HAIKU

HAIKU is a fast growing technology company of 30 people providing convergent solutions to mobile carriers, triple-quadruple players, on one hand, and large corporations ( media, e-commerce, content providers, bank...) interested in implementing a multi-channel strategy. Our customers include: Bouygues Telecom, Universal Mobile, NRJ Mobile, Virgin Mobile, M6.fr, Finaref (Credit Agricole Group), Dailymotion (among others). With headquarters in Paris, HAIKU intends to expand its business in South East Asia, leveraging on a very innovative convergent dynamic Service delivery platform and its impressive track record.

#### About Firstcomm

Christina Chua, General Manager, declares: "Our corporate philosophy is to provide best in class services. Though the highest quality service, and highly trained personnels, we exceed our customer's expectations in deliverable".

Holding a SBO license with IDA Singapore. Firstcomm is specialized in outsourcing projects for maintenance and development of softwares and hardwares as well as maintenance and management.

More info: [www.firstcomm.com.sg](http://www.firstcomm.com.sg)

#### About CommunicAsia

CommunicAsia is the oldest Asian show of international importance in TIC field. More than 54000 industry professionals from over 100 countries come each year and highlight their latest inovations. CommunicAsia will offer one more time a yearly show during which the leaders and the decision-makers of the TIC industry will meet, will close partnerships and will make business.

More info: <http://www.communicasia.com/>