

## **LTE Innovations / Sunrise Telecom PPG Merger**

### **Frequently Asked Questions (FAQ)**

#### Overview:

*In November, 2008, LTE Innovations entered into an agreement to purchase Sunrise Telecom's Protocol Products Group (PPG). The transaction is expected to be complete by the end of December, 2008.*

*The objective of the transaction is to form a new business entity that combines PPGs strengths in protocol analysis and network monitoring platforms with LTE's world-class OSS consulting expertise. The resulting entity will continue to serve and invest heavily in the standalone protocol analysis and networking market segments, but will also aggressively pursue the growing market for Customer Service Assurance solutions, which allow wireless and wireline operators to manage next-generation voice and data services over converged network infrastructures.*

**Q:** For PPG, what does the merger with LTE Innovations provide?

**A:** *PPG is often asked to provide ongoing consulting for its service provider customers, that due to its commitment at the product level, it is not able to provide. LTE adds another dimension to the overall service portfolio that will allow it to compete from an even stronger base in the market... especially in the Customer Service Assurance arena. LTE will help customers make better use of their PPG toolsets, will help them improve their overall processes, and will significantly improve the customers' ability to optimize their networks for next-gen telecom services.*

**Q:** Why was PPG sold by Sunrise Telecom (SRT), and does this sale indicate financial instability?

**A:** *Absolutely not. The PPG division is stable, cash-flow positive, and has been producing high returns for quite some time. The PPG division was originally acquired by SRT in the "ProTel acquisition" of 2000, where ProTel was profitable even then. The sale is a simple result of SRT wishing to re-focus on its core competence of field-based test tools, an industry it helped pioneer. Operating as a standalone entity, PPG and LTE will be able to grow even more quickly than before.*

**Q:** What does this mean for existing PPG customers?

**A:** *Since SRT always treated PPG as a standalone entity, surprisingly little will change in the day-to-day interaction and processes between PPG, its customers and its partners. Sales, R&D, executive, marketing and support functions are still based out of Modena, Italy, using the same contact information, forms, etc as before.*

**Q:** *When will the new company launch?*

**A:** *Foundation for the new company is currently underway, and we will formally introduce the company shortly when we will have the name and all supporting infrastructure done.*

**Q:** *How can I learn more, and who should I contact?*

**A:** *We will host a series of public and internal webinars over the coming weeks and months, which should address many of your questions. If the webinars do not address your questions, or if you have a specific question, please contact us at:*

**Sales:** Klaus Bauer, [kbauer@sunrisetelecom.it](mailto:kbauer@sunrisetelecom.it)

**Support:** Riccardo Guerzoni, [rguerzoni@sunrisetelecom.it](mailto:rguerzoni@sunrisetelecom.it)

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