

## **MOBILE INDUSTRY HEAVYWEIGHT JOINS BLUE SYSTEMS ADVISORY BOARD**

*CEO of Roshan joins financial information software company in advisory role to drive mobile expansion strategy.*

**London, February 6th 2008** – Blue Systems, a London-based provider of global financial information software, today announced that the CEO of Roshan Telecom, Karim Khoja, has joined the Blue Systems Advisory Board. Karim is a telecoms industry veteran who will advise Blue Systems on accelerating the take-up of its mobile market data product, **blue mobile**, worldwide.

Karim Khoja has extensive experience in nurturing start-up businesses, and has led several GSM start-up companies into becoming major market players. In January 2003, Karim was appointed as the Chief Executive Officer for the Telecom Development Company Afghanistan Ltd. (TDCA) t/a Roshan. Under his leadership, Roshan grew to be Afghanistan's largest mobile provider within just one year of operation.

Blue Systems aims to become the dominant global provider of low cost market data software. Crucial to this growth is the **blue mobile** product that enables users to access real-time financial market information on their mobile devices. This includes data from over 90 global stock, futures and options exchanges, plus currency markets, company news and financial information

Launched in November 2007, **blue mobile** is the first professional-grade application to be priced for the mass market and is designed to appeal to both the financial community and the emerging retail market for financial information – those investors who want real-time content but over a simple-to-use interface. **blue mobile** is an

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example of a highly compelling data application, beyond e-mail, that mobile operators worldwide need in order to drive adoption of flat rate data packages in business, consumer and emerging markets. In addition, it benefits device manufacturers by enabling them to deliver a compelling offering to drive revenues from increased upgrade opportunities.

Sulim Malook, CEO of Blue Systems said: “Following the successful launch of **blue mobile**, it is imperative that we continue to forge relationships with the mobile industry. We believe our product set has a lot to offer and this has been matched by the enthusiasm we have received from those operators, manufacturers and distributors we have already spoken with. With Karim onboard we have a stronger team that brings international experience in both established and emerging markets, which is invaluable for helping achieve our global ambitions.”

**Karim Khoja** comments: “Having launched products and businesses across the globe, often in very difficult circumstances, I’m well aware that young companies need contacts and assistance to break into the international arena, especially when they are competing with larger, established players. Blue Systems is using advanced technology to change the marketplace. I am very keen to support its vision and ambition and to help it maximise its opportunity in international markets.”

-ENDS-

**Note to editors:**

- Product shots of **blue** and **blue mobile** and photos of Sulim Malook, CEO and co-founder of Blue Systems are available upon request.
- Blue Systems is the trading name of Blue System Inc.

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### **About Blue Systems**

Blue Systems' software enables traders, financial services professionals and retail investors to view high quality streaming market data over mobile devices. With a highly disruptive pricing strategy, Blue Systems is the world's first provider of low cost financial information software. Founded in 2002 by CEO Sulim Malook, Blue Systems is a privately held company that is regulated by Financial Services Authority in the U.K.

For more information, please visit: [www.bluesystems.info](http://www.bluesystems.info)

### **About Karim Khoja, CEO, Roshan Telecom**

Karim Khoja has served in senior management positions in national and multi-national telecommunications companies for over fifteen years. He has extensive experience in nurturing start-up businesses, and has led several GSM start-up companies into becoming major market players as President and CEO including being the founding CEO of Mobilink (Pakistan), Director of Marketing, Strategy and Sales for ERA GSM, Chief Operating Officer and member of the Board for Croatian Telecommunication as well as founding CEO of T Mobile, Croatia.

Karim has also been a Board director and in senior positions focusing on sales, marketing and strategy for companies such as Exi Wireless Inc., Spectonics Microsystems Ltd., and RAM Mobile Data Ltd.

Karim's involvement in the telecommunications sector in Afghanistan began in May 2002 as a volunteer consultant to AKFED in an initiative to install the nationwide private communications infrastructure. In January 2003, Karim was appointed as the Chief Executive Officer for the Telecom Development Company Afghanistan Ltd. (TDCA) t/a Roshan. Under his leadership, Roshan grew to be Afghanistan's largest mobile provider within just one year of operation. Today Roshan is the largest company in Afghanistan.

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press release



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