

Impresario Partners International, and its group of companies provide clients with strategic and operational clarity amidst the blurring boundaries of industries.

With a global mindset and reach, we combine digital solutions with a unique engagement model to deliver sustainable impact, with resources in Vancouver, Santiago, London, Budapest and Kampala. We are solution led, not discipline justified, driven to exceed our client's expectations. We solve business-critical challenges through our unique circle of offerings:

INSIGHT - We will only take on assignments where we have a deep understanding of your product, market, the geography you're in, or where you want to end up, understanding the macro trends that affect your market opportunities. Combined with our portfolio of tools and group companies, we'll provide commercial, socioeconomic, financial, and geographic insights to ensure your vision is met.

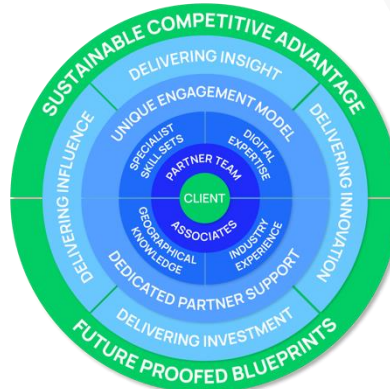
INNOVATION - We can participate in the design, build, and deployment of new product development, financial constructs, service delivery,, and geographic demands to deliver market traction. As digital transformation experts, we'll help you navigate current and next-generation systems, including AI, IoT and Web3.

INFLUENCE - We'll create a sphere of influence for your company and key individuals, in all the media and geographies you wish to dominate. Working closely with our Brand360 company IMPRESA.

INVESTMENT - Created as a fixed price "Stand Alone Product". We'll prepare you for a public or private event, M&A, divestment, or onboarding of capital via our Impresario Partners International Limited team. We have access to crowdfunding platforms, high-net-worth individuals, family funds, private equity, and International Financial Institutions. Including our own PE Fund. We offer a unique and compelling commercial approach to our engagement methodology, combining a blend of fees, stock, and success-based bonuses.

SERVICE OFFERING
Development of a more compelling communications strategy.
Smart City / Building / Industrial Infrastructure narrative.
Sales material & lead generation online / seminars.

ENGAGEMENT PATH
1 day Strategy workshop
Product familiarisation
Target audience identification
Establishing quarterly KPIs
REMUNERATION
Part fee /
Part success base



The power of WOW

Credentials & Capabilities
January 2025

DATA CENTER SPECIFIC EXPERIENCE - 2000 Onward

Started acquiring distressed data center assets backed by Private equity consortium (\$160m war chest)
hostmark
Worldport
ClearBlue

Finale - PSINet Europe – acquired for \$4.5m sold for \$95m in 2 years

EBRD

Head of strategy & investment planning
Telecommunications Media and Technology
e 1.2b Euro fund - Focus on CEE
Advisory board of Asseco Poland

Digital Reality

SVP Sales & Marketing Rest of World
Share rescue mission - \$67.00 drop to \$25.00 rescued in two years
Sale of bottom 5% of DC assets Globally

CBRE (EMEA)

Data Centers Group
Created the Advisory Group (Hyper-scale, Wholesale and Enterprise)
Created the Smart City / Building advisory Group

Impressions Consulting

Data center strategy in Africa
Go to market strategy Smart Building and City TELUS (Incumbent Canada)
Roll up strategy On west coast Canada

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To create a truly unique and compelling differentiation strategy for Hawe Telekom in CEE, we should focus on Over-the-Top (OTT) services, new audiences, and advanced edge-core strategies. Here are five key areas where Hawe Telekom can stand out:

1. Edge-AI & IoT-Driven Decisioning at the Network Edge

- Partner with IoT and AI companies to enable ultra-low latency decision-making at the edge, reducing the need for cloud backhaul.
- Provide edge computing infrastructure that integrates directly with IoT deployments, helping industries like smart cities, autonomous transport, and industrial automation optimize real-time operations.
- Offer 5G-enabled network slicing for different IoT applications, ensuring mission-critical data gets prioritized.

2. OTT Partnerships & Embedded Network Monetization

- Move beyond traditional connectivity by bundling OTT services like cloud gaming, cybersecurity, and content delivery networks (CDN) into enterprise and consumer offerings via a partnership ecosystem as not to compete with your customers.
- Work with streaming platforms, VR/XR providers, and AI-driven applications to offer premium QoS (Quality of Service) for immersive experiences.
- Introduce network APIs for OTT players to directly optimize traffic routing, ensuring better performance for latency-sensitive applications.

3. Hyperlocal Edge Data Centers for Emerging Digital Economies

- Deploy micro-edge data centers in second-tier cities in Poland and high-demand industrial zones, providing faster access to cloud applications, IoT analytics, and AI workloads.
- Create regional interconnect hubs that attract hyperscalers, gaming firms, and e-commerce platforms looking for ultra-low latency in CEE's rapidly growing digital markets.
- Enable sovereign data storage for regulated industries like fintech, healthcare, and public services, ensuring compliance with data localization laws.

4. Targeting New High-Growth Audiences: AI Startups & Smart Manufacturing

- Develop a specialized AI-optimized network tier catering to startups working on AI/ML, robotics, and digital twins.
- Offer low-latency, high-bandwidth connections for Industry 4.0 applications, supporting automated production lines, predictive maintenance, and real-time supply chain visibility.
- Create an ecosystem of developers by opening Hawe Telekom's infrastructure for experimentation with programmable networks and AI-driven optimizations.

5. Enterprise-Grade Network Intelligence & Programmability

- Provide enterprises with real-time network analytics and AI-driven traffic optimization, allowing them to self-manage bandwidth allocation based on dynamic needs.
- Introduce edge-native cybersecurity services, such as AI-driven threat detection at the network perimeter for IoT and critical infrastructure.
- Launch Network-as-a-Service (NaaS) solutions where businesses can scale connectivity on-demand, leveraging API-driven network orchestration.

Why This Works for Hawe Telekom

By focusing on edge intelligence, AI-driven decisioning, IoT-powered services, and next-gen OTT partnerships, Hawe Telekom moves beyond just providing connectivity—it becomes a strategic enabler for emerging digital businesses in CEE.

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