



Press Note

Buongiorno's Global Head Products & CRM

to deliver keynote speech at upcoming

3d Annual Driving Loyalty in Telecoms conference in Budapest

London, April 15th - Adhish Kulkarni, Global Head Products & CRM at Buongiorno S.p.A. (MTAX STAR, Borsa Italiana: BNG), will speak at the *3rd Driving Loyalty in Telecoms conference* to be held in Budapest, Hungary, on Tuesday 20th April.

Mr Kulkarni's keynote will focus on Buongiorno's successful programs "Recharge and Win" adopted by Optus in Australia, Telefonica O2 in UK, Telecom Italia Mobile in Italy and Belgacom in Belgium to lift ARPU of pre-paid customers.

For more information www.buongiorno.com and www.jacobfleming.com