



**Elephant Talk Communications, Inc., (ETAK)** is a Next generation international telecom operator. Its ET Boss operating software provides mobile operators a with single platform that performs all the functions currently provided by multiple external vendors; this increases the systems reliability, simplifies operations for the mobile operator and its customers, and provides dramatic savings. Elephant Talk's telecommunications platform eliminates the usual limitations caused by national borders, networks, devices or media and, therefore, enables its B2B customers to operate as independent telecom and multimedia distribution organizations. This system is capable of supporting the next wave of location based business's including tele-medicine, tele-banking, and micro-payments via the mobile phone. Elephant Talk is also positioned to launch a patented technology that prevents credit card fraud by correlating the presence of a consumers mobile phone with their credit card. For more information, visit: [www.elephanttalk.com](http://www.elephanttalk.com).

**Elephant Talk Communications, Inc. (OTC BB: ETAK)**

**CORPORATE PROFILE  
JANUARY 2010**

**Sector: Technology  
Industry: Telecommunications**

**Elephant Talk Communications Inc.**  
Schiphol Boulevard 249  
1118 BH Schiphol Airport  
(Amsterdam)  
The Netherlands  
Phone: +31 20 653 59 16  
[www.elephanttalk.com](http://www.elephanttalk.com)

**Investor Relations Contact:**  
Alliance Advisors, LLC  
Alan Sheinwald  
56 June Road  
North Salem, NY 10560  
Phone: 914.669.0222  
Fax: 914.669.0220  
E-mail:  
[asheinwald@allianceadvisors.net](mailto:asheinwald@allianceadvisors.net)

**SELECT FINANCIALS**

<b>Fiscal Year End:</b>	Dec 31
<b>Current Price (1/20/10):</b>	\$1.50
<b>Shares Out (9/30/09):</b>	54.4 M
<b>Market Cap:</b>	\$81.6 M
<b>Revenue: (ttm)</b>	\$41.4 M
<b>Current Ratio:</b>	1.1

**Investment Highlights**

- ◆ Key management has built and profitably sold four prior telecom ventures.
- ◆ Insiders and affiliates have invested over \$40 million in equity.
- ◆ According to industry experts, ETAK has at least a 2-year lead time over any of its competition in providing a turnkey resale telecom platform to enable the next generation of virtual operators.
- ◆ Re-occurring subscription financial model through contracts with T-Mobile and Vodafone.
- ◆ Announced the completion of a Joint Venture agreement with ValidSoft Limited, a provider of sub-second identity verification, fraud prevention and false positive reduction for Credit and debit card ATM and POS (Point of Sale) transactions. ValidSoft provides a real-time, cost effective solution for banks, online buyers and regulatory agencies in securing all financial transactions, while greatly reducing operational costs.
- ◆ ValidSoft, also specializes in Location Based Services that allows for targeted mobile advertising and instant mobile coupons to be provided to shoppers via their mobile devices while they are in relevant retail locations.
- ◆ Users will also be provided mapping/navigating services, instant rewards programs, secure transaction services, anti-fraud plastic card/phone matching services, security services, personal protection and online medical applications.

**Competitive Advantage**

- Patented fraud technology through ValidSoft:**
- ◆ Emerging global leader in telecom based Identity and Transaction Verification
- Strong Customized Mobile Services:**
- ◆ Leader in enabling location based services such as tele-banking and tele-medicine.
- ETAK is the first telecom operator to create and offer:**
- ◆ Streamlined network with intelligent switches on a global scale
- The Company's Specialization lies within:**
- ◆ Business to Business focus with an easy to use platform
- ETAK Infrastructure Advantage:**
- ◆ Multi-Country infrastructure and subsequent economies of scale

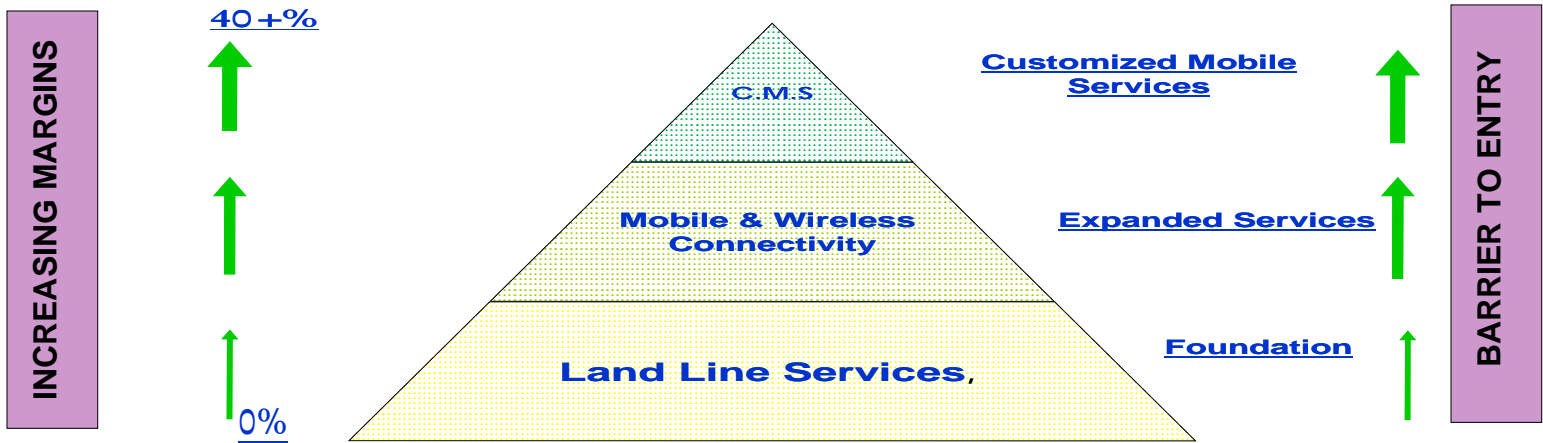
**Revenue Model with T-Mobile & Vodafone**

- Company Objectives**
- ◆ Fixed line presence: 20-25 countries
  - ◆ Mobile Enabling Platform: 10-15 countries
  - ◆ Revenues: \$450-550 million
  - ◆ Gross Margin: \$120-140 million
  - ◆ EBITDA: \$80-100 million
- Customize Mobile Services**
- ◆ Gross Margin: 40%
- Mobile Network Outsourcing Services**
- ◆ Average Revenues per Mobile Enabling Platform: \$30 million
  - ◆ Average Gross Margin per Mobile Enabling Platform: \$12 million (40%)
- Fixed Network Outsourcing Services**
- ◆ Global Revenues: \$200-250 million
  - ◆ Gross Margin: 4% \$8-10 million

**Key Events**

- ◆ **1/20/10** - Elephant Talk Announces MVNO Agreement With ECOFOON to Introduce First Environmentally Friendly Telecom Service.
- ◆ **1/12/10** - Elephant Talk Announces Heads of Terms Agreement With U-WISS in the Netherlands.
- ◆ **1/05/10** - Elephant Talk Enables New MVNO 2NR in The Netherlands; Two Mobile Numbers on a Single SIM Card.
- ◆ **11/20/09** - Elephant Talk Communications Announces Third Quarter 2009 Financial Results.

## The Intelligent Way to Communicate



### About ValidSoft

- ◆ Emerging global leader in Telecommunications based Multi-factor Mutual Authentication; Identity and Transaction Verification.
- ◆ Currently completing beta testing with HSBC and Lloyds.
- ◆ Fraud Prevention Solutions: Card Present (ATM/POS), Card Not Present, Internet Banking, Telephone Banking, Mobile Financial Services, Extranet, VPN, Remote Access, Business Continuity.
- ◆ Ideal for Mass Consumer deployment – cost effective, intuitive, secure, disability enabled, “Zero Client” (PC or Phone) footprint.
- ◆ Industry “Thought Leaders” in countering electronic fraud.
- ◆ “Trusted Partner” to leading global Regulatory Authorities.

### The Benefits of VALid-POS™

#### **For the Customer:**

- ◆ Reduce the chances of having a legitimate ATM or PoS. transaction denied when abroad – this is a highly traumatic experience.
- ◆ Reduce or remove the need to receive unsolicited phone calls from the bank.
- ◆ Reduce the incidence of having money stolen and the associated trauma and inconvenience.
- ◆ Provide immediate resolution and rectification of any false-positive declined transaction.

#### **For the Bank:**

- ◆ Reduce ATM and PoS fraud in a totally invisible manner.
- ◆ Slash the false-positive rate and the associated costs and customer dissatisfaction.
- ◆ Reduce resolution processing costs.

### Key Senior Management

**Steven van der Velden, Chairman, President and Chief Executive Officer** - has been associated with the Company since 2006. He has extensive experience in the fields of consultancy, logistics, real estate development, telecommunication, ecommerce, and investment management, along with successes in having started over a dozen companies prior to joining ETAK. Steven is the Chairman of QAT Investments a Luxembourg venture capital fund that aims for active participation in early-stage technology companies. In 1994 Steven cofounded the International Telemedia Association, known today as the Network for Online Commerce, and served as its first chairman. In the same year he co-founded InTouch Telecom to offer a wide range of business and consumer telecom applications to the Belgium market.

**Martin Zuurbier, Chief Technology Officer** - has over 15 years of experience in the telecommunications field, including his service as director and founder of Vocalis Telecom Group located in the Netherlands and Switzerland. This also includes his experience in building, maintaining, and operating a telecommunications network that spans eight countries in Europe. Having this background has benefited ETAK's back-office billing and CRM capabilities. Mr. Zuurbier is also experienced in developing new switching technology, an experience gained while working on several collaborative projects with numerous technology vendors.

**Mark Nije, Chief Financial Officer** – prior to being CFO he was general manager Europe 2007-2008, a function he held since the end of 2004 within the acquired Benoit Telecom Group. Mr. Nije has experience in all areas of management with primary responsibilities in finance and business control. Mr. Nije started as project manager and management consultant for Tebodien Consulting Engineers and Reitsma & Wertheim Merger & Acquisition specialists, the Netherlands. He co-founded and managed Logistic Management International NV, an international cargo transportation and airport handling company at the airport of Curacao, Netherlands Antilles. He is a partner of QAT Investments SA, the Luxembourg venture capital fund, where he has been active as investment manager and/or board member in various ICT related ventures of QAT.

**Patrick Carroll, Chief Executive Officer, Founding Director, ValidSoft** - an experienced practitioner, with over 25 years experience in Information Technology and Financial Markets. Prior to founding ValidSoft, Mr. Carroll was Head of Electronic Trading Technology in Europe for Goldman Sachs International, where he also performed the role of Co-Head of European Equities Technology and worked in an advisory capacity with the Investment Banking Division of Goldman Sachs. He represented Goldman Sachs on the Financial Information Exchange Committee, Global Straight Through Processing Association & Thomson Financial Services Executive and General Committees.

Statements included in this document may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements involve a number of risks and uncertainties such as competitive factors, technological development, market demand, and the company's ability to obtain new contracts and accurately estimate net revenues due to variability in size, scope and duration of projects, and internal issues in the sponsoring client. As a result, actual results may differ materially from any financial outlooks stated herein. Further information on potential factors that could affect the company's financial results can be found in the company's Reports on Forms 10-KSB and 10-QSB filed with the Securities and Exchange Commission. This information does not provide an analysis of the Company's financial position and is not a solicitation to purchase or sell securities of the Company. Alliance Advisors, LLC, its affiliates, officers, directors, subsidiaries and agents of this information has been compensated by the Company. In preparing this information, Alliance Advisors, LLC has relied upon information received from the Company, which, although believed to be reliable, cannot be guaranteed. This information is not an endorsement of the Company by Alliance Advisors, LLC. Alliance Advisors, LLC is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing in the Company.