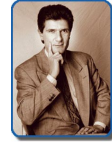


Mr Patrick Odier
Geneva Financial Center Foundation
Vice-President
Switzerland



Born in Geneva in 1955, Patrick Odier holds a degree in economics from Geneva University and an MBA from the University of Chicago. He joined Lombard Odier Darier Hentsch & Cie in 1982, and acquired additional training in Zurich, New York and Montreal before becoming a Managing Partner in 1986.

Lombard Odier Darier Hentsch & Cie, private bankers since 1796, specialises in international portfolio management for private and institutional clients world-wide, combining research expertise, tailor-made securities and foreign currency trading, financial engineering, public offerings, custody and trust and estate services. The Bank has a presence in all major international financial centers, with a staff of approximately 1'800 persons.

After having been Head of the Institutional Asset Management, Products (mutual funds) and IT departments in the Bank, he now assumes the strategic responsibility for Technology & Banking Infrastructure, Asset Management, Communication (Bank's image) and leads the Due Diligence Monitoring Committee of the Lombard Odier Darier Hentsch Group.

A member of several boards of directors and charity organizations, Patrick Odier is Chairman of the Foundation Board of the International Center for Financial Asset Management and Engineering (FAME), Vice Chairman of the Swiss Banking School and a member of the Academic Council of Geneva University.

Prospects for private investment into the Telecom sector from a banker's perspective

ITU World Telecom 2003

Tuesday, October 14th



Mr. Patrick Odier

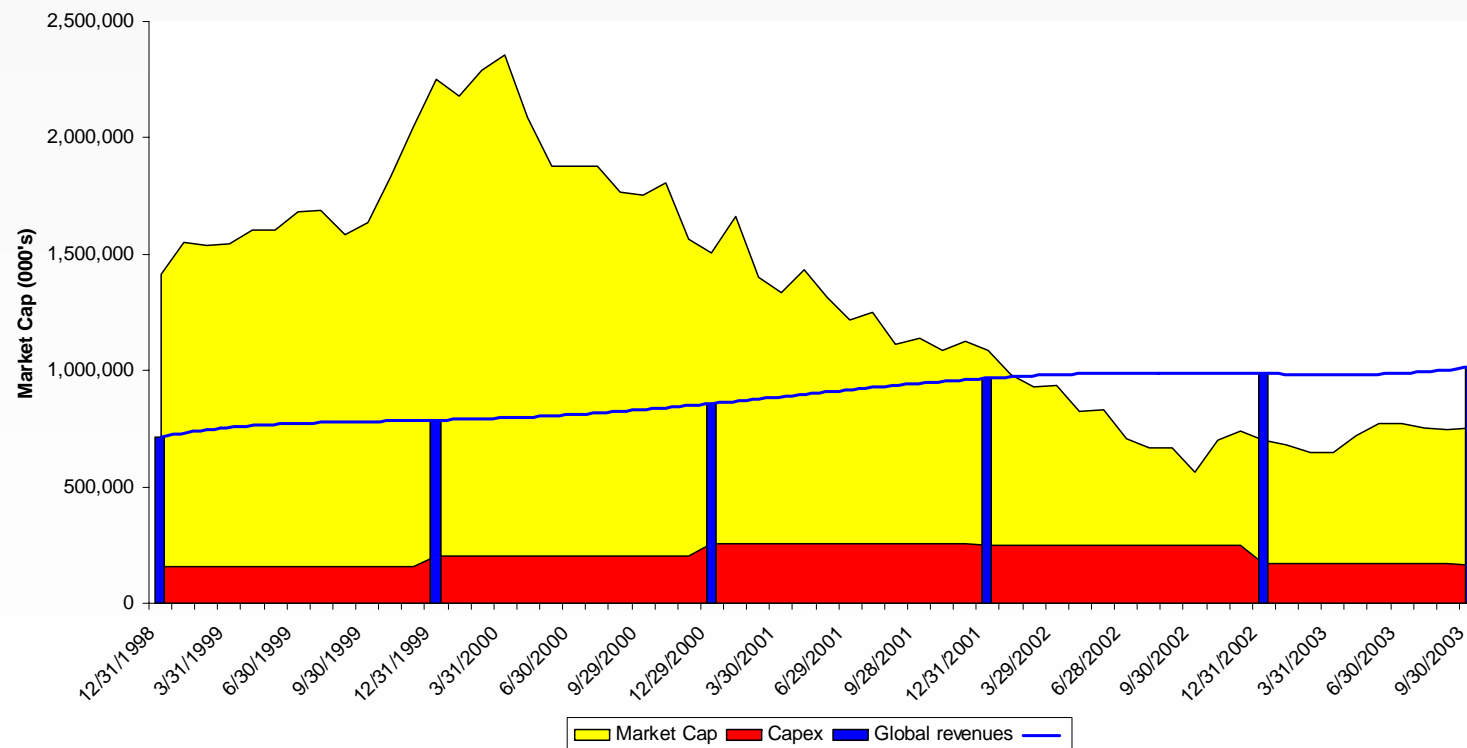
Vice-President, Geneva Financial Center Foundation

Managing Partner, Lombard Odier Darier Hentsch & Cie



Banks: Playing a central role in the telecom sector

**Global Telecom Market Evolution
(1998 - 2003)**



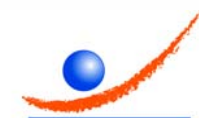
Banks as concerned customers: Mobility and Privacy in the financial world.

- Confidentiality and privacy is one of our highest concern.
- Evolution of habits and demand from our clients drives the need for mobile communication.
- Privacy will become a tradable item: how much of it will we agree to give up to profit from new services?
- Educating our clients will become an integral part of services.
- Influencing the way data is transmitted to mobile customers is already a concern today and we intend to play a key role in this field, fueling more innovations in the telecom industry.
- WiFi is a new paradigm for the financial community and we have to take in account the possibilities offered by this technology.



The role of the bank in financing the development and consolidation of the telecom industry.

- We collect private and institutional funds to reinvest into the economy in general and in the telecom industry in particular.
- We do this in respect with local habits and laws in order to preserve the interests of the entire community.
- Money can be invested at different phases of the life of a company:
 - Early stage initial financing
 - Later stage development financing
 - Going public
 - Consolidating or developing new markets
- All these investments carry a different type of risk and we must adapt to the needs and profiles of our customers, when allocating funds.
- Investments can be done through the use of different financial instruments like stocks, bonds or convertibles.
- Investments allow for new ideas to emerge and fuel creativity in this very dynamic sector.



Fuel for creativity

Services
Investments



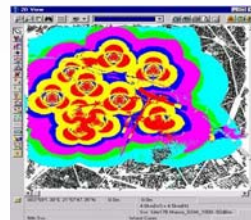
BANKS

Finance

shockfish /

Wavecall

Companies



Innovation