



10:00 Registration & Coffee

10:45 Chair's Opening Remarks

James Gray, Managing Director, **Graystone Strategy**

11:00 Analyst Address

MVNO Market Outlook: Growth, Disruption & Differentiation

Dario Talmesio, Research Director, Service Provider Strategies, **Omdia**

11:20 Fireside Chat

From Launch to Loyalty: Building a Brand-Led MVNO

- How the Co-op & its MVNO aligns with community first values
- Leveraging trust, local presence & member loyalty to stand out in a competitive market
- Building a simple, transparent mobile offering

James Gray, Managing Director, **Graystone Strategy**

David McGrath, Chief Marketing Officer, **The Channel Islands Co-operative Society**

11:50 Presentation

Everyone is a Brand: Powering the Next Generation of Digital Telcos

Shahar Yaacobi, Head of Product Marketing, **Amdocs**

12:10 Panel Discussion

Redefining your MVNO through Brand Innovation

- How lifestyle, fintech & retail brands are redefining MVNO identity
- Winning digital-native audiences
- International case studies from Europe & Beyond

Moderator: James Gray, Managing Director, **Graystone Strategy**

- Andy Aitken, CEO and Co-Founder, **Honest Mobile**

- Angelina Severino, Group Design and UX Lead, **Lebara**

Carlos Miguel Almeida, Managing Director, **WOO**

12:50 Lunch

13:50 Panel Discussion

What is the Future of Travel eSIM?

- The rise of travel eSIMs and their impact on roaming and retail models
- Strategies to extend the lifecycle beyond initial purchase
- Case studies from leading travel eSIM providers and MVNOs expanding globally
- What's next for travel eSIM – predictions on market evolution, regulation & innovation

Moderator: James Gray, Managing Director, **Graystone Strategy**

- Ezra Ricker, Account Manager Wholesale, **KPN Wholesale**
- Peter Nussbaumer, VP of Networks, **Airalo**
- Isabella Machado Peixoto, Group Wholesale Roaming Manager, **A1 Telekom Group**
- Dr. Jörg Henkel, Head of EU Wholesale, **Deutsche Telekom AG**

14:30 Panel Discussion

AI in Action: Real-World MVNO Use Cases for Smarter Customer Experience

- AI is helping MVNOs identify and retain at-risk customers
- Hyper-personalisation at scale & Cost-effective implementation
- What's hype vs. what's delivering ROI

Moderator: James Gray, Managing Director, **Graystone Strategy**

- Ian Farrell, Senior Manager MVNO, IoT & International, **BT Wholesale**
- Pablo Noguerol, COO, **Telness Group**
- Stefan Durina, Founder, **Okay Fon**
- Gabriele Tubertini, Director of Participated Business, **Coop Italia**

15:10 Presentation

Explosion of Global eSIM Roaming Operators: Lessons from Launching Orbit Mobile

- Removing barriers to entry and accelerating eSIM adoption so everyone wins
- Simple, transparent, multi-network offering that serves consumers best
- Competing as a platform operator with partnerships at the core
- Staying ahead in the new digital and AI era
- What a truly global MVNO looks like in 2026

Ricardo Simard, Head of Commercial, **Orbit Mobile Travel eSIM**

15:30 Chair's Closing Remarks

James Gray, Managing Director, **Graystone Strategy**

15:35 Networking Drinks

16:35 MVNOs Connect Networking Party