



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

11:50 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**

12:30 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**

13:00 Lunch

14:10 Presentation

Scaling a Travel MVNO Through High-Traffic Physical Touchpoints

Omar Parreira, Co-Founder & Head of Growth, **Nova Mobile**

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**

- **Kushal Shah**, MVNO Business Development, **BT Wholesale**
- **Martina Klingvall**, Founder & CEO, **Telness Group**
- **Stefan Durina**, Founder, **Okay Fon**

15:10 Presentation

The Circular MVNOs: Turning Sustainability into Competitive Advantage

- How refurbished devices and reverse logistics can cut costs and carbon
- The rise of recyclable SIMs and eSIMs in sustainable operations
- Consumer demand for eco-conscious telecoms: what the data says
- Practical steps to embed sustainability without sacrificing margin

15:30 Chair's Closing Remarks

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

15:35 Networking Drinks

16:35 MVNOs Connect Networking Party