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Interviews & News!

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With Mobile Devices Becoming The Remote Control Of Our Lives, g8wave Is In The Right Place At The Right Time Connecting Brands And Advertisers To Particular Mobile Communities



Services
Business Services
(GEWV-OTC: BB)

g8wave Holdings, Inc.

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Mr. Habib Khoury
President and CEO

BIO:

Habib Khoury has served as our President since November 2006 and as our Chief

Executive Officer since March 2007. Prior to joining us, Mr. Khoury was an advisor to our company from April 2006 to July 2006, assisted in the g8wave UK acquisition from TPI, and structured the \$7.5 million capital investment into g8wave, Inc. by ITU III and ITU III NM. Prior to that, Mr. Khoury was president and chief executive officer of Cemprus, Inc., a software, services and fault tolerant systems provider to global telecommunications companies. Prior thereto, Mr. Khoury served as President and Chief Executive Officer of Process Software, Inc., a software and services provider to global 2000 companies. Prior to Process Software, Mr. Khoury was president and chief operating officer of Get2it, Inc., a consumer based Internet content and service business. Prior thereto, Mr. Khoury served as senior vice president of operations for Medical Manager (NASDAQ:MMGR) and its subsidiary CareInsite, Inc. (NASDAQ:CARI), a healthcare content, services and technology company that managed online healthcare information and transactions over the Internet, and which is now part of WebMD, from 1997 to 2000. Prior to CareInsite, in 1995, Mr. Khoury was a co-founder of CareAgents, Inc., an Internet health care content and services company, which he sold to Syntec, Inc. (NASDAQ:SNTE) before it was renamed Medical Manager. Prior thereto, Mr. Khoury served as chief information officer for Harvard Community Health Plan, as a senior executive of operations for Bioran Medical Laboratory (now part of Quest Diagnostics NYSE:DGX) and as chairman of the ITAA software division board. Mr. Khoury has a B.S. in Business Administration from Babson College.

Company Profile:

g8wave Holdings, Inc. (GEWV.OB) is a leading integrated mobile media company and a global provider of interactive entertainment, social networking/community services and mobile marketing services. The Company provides services in the following areas: mobile content distribution services, mobile marketing applications and consulting, and mobile community development services.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Khoury, you have been CEO at g8wave Holdings for a relatively short time, how has g8wave changed under your leadership?

Mr. Khoury: "I initially got involved with g8wave as an advisor to the board of the Phoenix Media and Communications Group and believed there was a tremendous opportunity to take the hidden value present within g8wave, at the time a division of the Phoenix, and significantly grow the company's enterprise value as an independent company. In my tenure, g8wave was spun out of the Phoenix, cemented as an independent company and then taken public through a reverse merger that we completed in August of this year (2007). During this process, we revamped the company's strategy, built-out our management team, solidified our products and positioned ourselves to achieve our revenue targets."

CEOCFO: Tell us about g8wave.

Mr. Khoury: "g8wave is a mobile media company that operates at the intersection of brands and their agents and mobile

communities. On one side we act like a mobile digital ad agency helping customers like Snapple, Sapporo, AT&T, JL360 and Fleishman-Hillard deploy marketing campaigns on the mobile channel and on the other; we are a mobile service provider helping to build large mobile communities that have significant points of interest. Examples of these branded communities include the fan base for a well-established music artist, or band like Metallica, or specific sports team like the Boston Red Sox. In other words, we provide mobile marketing services to our brand customers and we build interactive mobile communities for our branded community customers.”

CEOCFO: Do you find that many companies realize the need for a mobile component or is it still missionary work to get them to understand the importance?

Mr. Khoury: “We believe that we are just now on the doorstep of companies realizing the power of the mobile channel. Considering that the mobile device is becoming more and more the remote control of our lives, companies are beginning to understand how to better leverage the unique power this channel to deliver highly interactive and personalized messages to the phone user or subscriber. We believe that this shift will have a significant impact on our mobile marketing business in the coming months and believe that companies will accelerate their awareness of and need to interact with mobile subscribers not just in the United States but also globally.”

CEOCFO: Please give us an example of whom you work with and what you are doing for them.

Mr. Khoury: “On the branded community side, we work closely with rock bands like Metallica or Linkin Park to build out their mobile fan clubs. We provide the mobile infrastructure that allows their fans get information relevant to what is going on with the band or band members, information on touring activities, allow fans to purchase customized ring tones, wallpapers and music clips and facilitate other mobile purchasing opportunities. Our offerings tend to be

customized to the community all the way down to rings tones like those that we did recently with the band Rush where we recorded the drummer’s ring tones and made them available to the fans of the band as downloads. Therefore, we drive commerce through these mobile sites with ring tones, music stream, and video. On the brand side, we work historically with companies and major brands such as Snapple, The American Feed Company, Blue Man Group and a slew of others to help drive specific mobile marketing campaigns to subscribers. These are subscribers that the brand has targeted or that we help target directly. We typically provide an initial phase of consultative services to define the customer’s objectives. We then follow that up with recommendations on the most effective and measurable mobile marketing programs for the client. Finally, we design, distrib-

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ute and manage the recommended programs ourselves. In most cases, not only do we provide the creative work but we also construct, manage and distribute, through our on-deck and off-deck channels, the designed mobile programs.”

CEOCFO: What is the revenue model?

Mr. Khoury: “We earn revenues from consulting services we provide, from mobile marketing programs we develop, from transactions, from building out mobile environments and communities, from advertising and promotions, and from content and product distribution. For community customers we set-up the mobile capabilities on a white-labeled basis, build or assimilate the content for the mobile site, drive traffic and then collect transaction revenues either directly or through our carrier relationships. In most cases, we share revenue with the community stakeholders including revenues on ring tones, wallpapers, and all of the commerce interaction that takes place.

On mobile marketing services we provide to brands, our revenue models include consulting revenues, marketing program development and implementation revenues, transaction revenues, advertising, promotional and sponsorship revenues. Following the service provider model, we are paid to provide an up-front consulting service to help define and support the business objectives of our brand clients. We then charge on a per campaign basis and on a per transaction basis to deliver discreet marketing programs and deploy such programs on behalf of our brand or client.”

CEOCFO: What is the competitive landscape, and why are companies choosing to have g8wave do this for them?

Mr. Khoury: “There are many players in the mobile space vying to reach or help others reach mobile subscribers. In the

last couple of years, many companies have surfaced that service different parts of the mobile value chain; for instance, you have companies that primarily serve as aggregators and a slew of companies that offer discreet services. As the market matures, we are seeing the mobile value chain shrink. Companies that have historically provided discreet solutions are increasingly

under pressure to simplify the mobile value chain for their customers and offer more services. In other words, make going mobile easy. In order to achieve this objective, one must be able to provide integrated services, whether they do it themselves or partner for those services across the value chain. This is g8wave’s major differentiator and the reason why customers come to us. Customers choose g8wave because we have been “doing mobile” and supporting mobile customers since late 1990’s and early 2000’s, so we have a significant historical base of knowledge and a track record of providing value to the marketplace. We also have a very strong reputation, specifically as it relates to certain verticals, such as music and mobile marketing. We are very creative in how we deliver our services and focus on providing and delivering ROI (return on investment) solutions that meet our customers’ business objectives. This is how we compete. Yes, we have

technology; yes, we have relationships; yes, we have channels to propagate and distribute our mobile solutions. But it is our ability to make going mobile easy and simplify the process for our customers while providing a quality service with a return on investment that makes us different from everybody else.”

CEOCFO: What is the financial picture of the company?

Mr. Khoury: “We will generate \$7 million in revenue this year, 2007. The company will grow to about \$14 million organically in 2008, and in 2009, our expectations are that we will double our top line revenues as the mobile marketing title wave really starts to hit us. We are operating in what we expect will be a very high growth market segment and the company’s strategic focus is to benefit from those high growth areas. In addition, the company is well positioned to not only grow organically but also make strategic acquisitions so that we can deliver significant growth margins and

EBITDA results to investors starting in 2008 and 2009.”

CEOCFO: In closing, why should potential investors be interested and what might people overlook that they should realize about g8wave?

Mr. Khoury: “I believe that it is a very important time for investors to look at g8wave and the mobile market per se. If you look at the propagation of mobile handsets, regardless of the different levels of technology, bandwidth and access available to mobile subscribers, today we are looking at enormous markets that are still nascent, are not fully segmented, and are consolidating. We are seeing momentum in the marketplace akin to the early days of the internet, when investors were looking at the real potential of being able to reach millions and hundreds of millions of connected customers globally. However, the cell phone and the mobile device really takes that concept to the next level because, in many countries, we are seeing is a much deeper level of pene-

tration of mobile devices than any other communications device including land lines. The ability to reach individual consumers and subscribers in every single market around the world is like nothing we have ever seen. It dwarfs the internet because people just do not walk around with their computers under their arms, but they do carry their cell phones with them at all times. The ability to access, communicate, interact and provide edifying messages to mobile subscribers is here to stay. The market is in the process of sorting itself out. We are already seeing some degree of initial consolidation happening which tells us that the very early shake-up has happened and at a pace much faster than what we experienced during the internet “revolution.” I think that the pace of development and growth is going to outstretch what we experienced on the internet side. This is a perfect time for investors to be looking at the mobile arena.”

For more information about g8wave Holdings, Inc., visit www.g8wave.com.



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