

PhonepayPlus Industry Forum 4 May 2016

The forum will look at recent PhonepayPlus developments and ongoing work, including the Business Plan and Budget for 2016/17, Code 14 and our updated values. This session will be followed by a panel discussion on innovation and growth in premium rate services (PRS). The final session will be a presentation on initial findings from our Annual Market Review carried out by mobilesquared.

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| 1.30pm | Registration and tea and coffee |
| 2.00pm | Welcome and introductory remarks
David Edmonds CBE, Chairman, PhonepayPlus |
| 2.05pm | PhonepayPlus recent developments and 2016/17 priorities
<i>This session will be led by the PhonepayPlus leadership team and provide an update on recent and upcoming work.</i>

Joanne Prowse, Chief Executive, PhonepayPlus
Simon Towler, Director of Policy and External Relations, PhonepayPlus
Peter Barker, Director of Corporate Services and Operations, PhonepayPlus
Ayo Omideyi, General Counsel, PhonepayPlus |
| 2.50pm | Panel discussion: innovation and growth in the PRS market
<i>Panellists will discuss subjects including, innovation and growth in the PRS market, what the opportunities are and what needs to be done to support this.</i>

(Chair) Steve Ricketts, Board Member, PhonepayPlus
Brian Gorman, Head of Product and Propositions, Commerce, Telefonica
Dr Windsor Holden, Head of Consultancy and Forecasting, Juniper Research
Anil Malhotra, CMO and Founder, Bango
Sally Weatherall, Founder and Managing Director, Strategic Brief |
| 3.35pm | Tea and coffee break |
| 3.55pm | Preliminary findings from the Annual Market Review
<i>Mobilesquared will present initial findings from the most recent PRS annual market review research commissioned by PhonepayPlus.</i>

Nick Lane, Chief Insight Analyst, mobilesquared |
| 4.25pm | Concluding remarks
David Edmonds CBE, Chairman, PhonepayPlus |
| 4.30pm | Close of forum and networking drinks |