

1. Mr. Rohan Fernando

Chairman

Mr. Fernando was appointed as Non-Independent Non-Executive Director/Chairman of the Board of eChannelling PLC on the 07th February 2020. He is also the Chairman of Sri Lanka Telecom PLC, Mobitel (Pvt) Ltd, SLT Campus (Pvt) Ltd, SLT Digital Info Services (Pvt) Ltd, SLT VisionCom (Pvt) Ltd, SLT Human Capital Solutions (Pvt) Ltd, Sky Network (Pvt) Ltd, SLT Property Management (Pvt) Ltd and Sri Lanka Telecom (Services) Ltd and Director of Galle Submarine Cable Depot (Pvt) Ltd.

Mr. Fernando has over 40 years of experience in the tea industry and has been successful in innovation, promoting and marketing the traditional beverage of tea in many variants. He is the creator of the global tea brand HELADIV registered in 40 countries. He began his career as a Tea Taster at Carson Cumberbatch & Co., Ltd. In 1975. Mr. Fernando joined Brooke Bond Ceylon Limited and served as a Manager in the Tea Department from 1979 to 1989 with a secondment of one year as a Tea Trader, at its headquarters in the United Kingdom in 1982.

In 1990, he established HVA Lanka Exports as a joint venture with the Dutch agricultural conglomerate HVA Holdings

bv and expanded the organisation to include several subsidiary companies, HVA Foods PLC., HVA Beverages & HVA Holdings. He is also the Chairman and CEO of the HVA Group and Chairman of HVA Farms (Pvt) Ltd., an organic agro-resort in the NWP.

He served on the Colombo Tea Traders Association as a member and also as a Director on the Sri Lanka Tea Board and as an Independent Director of the Sri Lanka Industrial Technology Institute from 2015 to 2016.

Mr. Fernando functioned as the President of the National Chamber of Exporters in 2008 and 2009. He served as the elected Chairman of the Tea Exporters Association of Sri Lanka from 2014 to 2016. He is a National award winner since 1997 at the NCE Exports Awards and was selected “Exporter of the Year” winning Gold awards in 4 categories, in 1999. He was also awarded “Sri Lankan Entrepreneur of the year 2015,” winning the National Gold award and “Sri Lankan Entrepreneur of the year 2015,” with a Provincial Gold award.

He is a multi-disciplined sportsman at school and represented and captained Sri Lanka at Rowing. He currently heads the Sri Lanka Amateur Rowing Association

and is also a senior member of the National Olympic Committee.

2. Mr. Nalin Perera

Executive Director

Appointed Director on the Board of Directors of eChannelling PLC on 20th September 2016, Nalin Perera is one of the foremost names in Sri Lanka’s Mobile Telecommunications industry. A results-oriented leader, Nalin is the Chief Executive Officer of Mobitel, having completed dynamic stints as Chief Marketing Officer and Chief Operating Officer at the company earlier. He has proven his leadership skills many times over, steering both companies on a path of sustainable profits.

His mastery in brand management, product and channel development, and human resource management skills have lent him an enviable edge when it comes to distinguishing the company’s portfolio from the rest in the industry. One of his key success mantras is to be open to change and remain agile, deftly incorporating new trends and evolving customer needs into products and services that exceed all expectations. Along his stellar professional career, Nalin has won for his companies a wide array of local and international recognition and rewards, which has made both eChannelling and Mobitel, trusted and

Board of Directors

respected household brands in Sri Lanka.

An industry veteran, Nalin has played a pivotal role in pioneer operator Celltel's introduction of mobile telephony to Sri Lanka in 1989, subsequently rising rapidly within the Millicom Group to the position of General Manager - Sales and Marketing.

Nalin spearheaded the launch of the Mobile Pre-Paid concept and its business model in Sri Lanka. Always in the pursuit of infusing greater value to products and services, he has pioneered a host of Value Added Services and Enterprise Business Solutions to elevate the local telecom industry to global standards.

Nalin holds a Postgraduate Diploma in Marketing (UK) and is a Chartered Marketer (UK). He holds a Master of Business Studies degree from University of Colombo. He is an avid sportsman and a prominent corporate personality.

3. Mr. Sudharshana Geeganage

Director

Mr. Geeganage was appointed as a Non-Independent Non-Executive Director of the Board of eChanneling PLC on 6th April 2017. He is a leading and respected professional in Sri Lanka with a combination of qualifications and experience spanning disciplines of Engineering, Finance and Management. An Engineering Graduate from the

University of Moratuwa and a Post Graduate in Economics from the University of Colombo, he is a Fellow of the Chartered Institute of Management Accountants (FCMA), UK, Chartered Global Management Accountant (CGMA) and Chartered Financial Analyst (CFA).

Mr. Geeganage counts over 24 years of corporate experience and possesses a unique blend of expertise spanning management consultancy, Investment & Development Banking Finance and Strategy. Two thirds of his professional career have been in the telecommunication sector. Having commenced his career at Messrs. Ernst & Young in management consultancy, Mr. Geeganage moved to Vanik Incorporation where he worked in Investment Banking and thereafter to National Development Bank (NDB) where he gained exposure to investment as well as development banking. At present Mr. Geeganage is the Chief Financial Officer at Mobitel (Private) Limited, a leading telecommunication provider in Sri Lanka, heading Finance and Corporate Strategy functions.

4. Mr. Laliith Seneviratne

Director

Mr Laliith Seneviratne, was appointed to the Board as a Non- Independent Non – Executive Director on 07th February 2020. He serves in the Boards of Sri Lanka Telecom PLC, Mobitel (Pvt) Ltd, Sri Lanka Telecom (Services) Ltd, SLT Digital

Info Services (Pvt) Ltd and SLT Visioncom (Pvt) Ltd.

He is an engineer by training. He has over thirty-five years' experience in the corporate field, primarily with Motorola Corporation.

Mr Seneviratne obtained a Bachelor's degree in Electronics from the University of Kent, UK and a Masters degree in Electrical Engineering from the University of Calgary, Canada. He pursued a career in telecommunications starting in 1982 at the then Sri Lanka Telecommunications Department (present day SLT). In 1988, he became the head of engineering of Celltel, setting up South Asia's first mobile telephone network.

In 1990 Mr Seneviratne accepted a position with Motorola Corporation and moved to Singapore on a regional role. During this period he developed Motorola's relationship with SLT that enabled SLT to provide telephone service to remote areas including restoring telephone service to Jaffna in 1996.

Since leaving Motorola Mr Seneviratne has carried out several professional consulting assignments in telecommunications and renewable energy, while engaging in rural electrification activities during his spare time. He was part of a team that set up four grid connected mini hydropower

systems. He implemented Sri Lanka's first off-grid village solar electrification system in 2001 and Sri Lanka's first off-grid village biomass electrification system in 2004.

In the period 2006 to 2009, Mr Seneviratne was a member of the board of directors of Lanka Transformers Ltd and its Chairman during the latter part. He was a member of the inaugural governing board of the Sri Lanka Sustainable Energy Authority.

Currently Mr Seneviratne is a member of the board of directors of four mini hydropower companies – M/s Escas Owala Pvt Ltd, Escas Ankanda Pvt Ltd, Escas Diggala Pvt Ltd, and Escas Kiula Pvt Ltd.

Mr Seneviratne is the recipient of the Year 1999 Motorola CEO Award for Volunteerism. For his voluntary services to the Department of Wildlife Conservation he was made an Honorary Director in the Department. For his innovation he was elected a Lemelson Fellow and for his sustainable development activities he was elected an Ashoka Fellow. On the 20th Anniversary of the Internet Society of Sri Lanka, he was recognised as one of twenty-five people having contributed to the early development of the Internet in Sri Lanka.

Mr Seneviratne is a Chartered Engineer and a Member of the Institution of Engineering & Technology, UK.

5. Mr. Lawrence M Paratz

Director

Mr. Paratz was appointed to the board of eChannelling PLC as a Non-Independent Non-Executive Director with effect from 20th September 2016.

Mr. Paratz holds an M. Sc. (Telecommunication Systems) with Distinction, and was awarded the Philips prize from Essex University, and an M. Eng. Sc. from the University of Queensland.

He is a Fellow of Engineers Australia (FIEAust) and an alumnus of the Stanford University Executive Development Programme. He also holds Bachelor's Degrees in Science and Engineering (Honours).

In 2011, he was elected as a Fellow of the Australian Academy of Technological Sciences and Engineering (ATSE).

Mr. Paratz has more than 41 years experience in all facets of the telecommunication industries including mobile, fixed, broadband, satellite and international networks both domestic and international. This includes capital and infrastructure development,

operations, sales, customer service and regulatory issues. As a Director and Chief Executive of Acacia Australia Pty Ltd, he was responsible for development of an integrated proposal for delivery of national broadband communication for Australia.

He has served as a Director of Maxis Communication Berhad, Chairman of the Technology Committee of the Board, as a Director of Vernet Pty Ltd, a Company providing ultra high speed Broadband to Universities and Research Establishments in Australia, and a former senior executive of Telstra Corporation. He is a Director of Sri Lanka Telecom PLC, Mobitel (Pvt) Ltd, Sky Network (Pvt) Ltd., SLT Property Management (Pvt) Ltd., SLT Campus (Pvt) Ltd., Sri Lanka Telecom Services (Pvt) Ltd, SLT Visioncom (Pvt) Ltd, and SLT Digital Info Services (Pvt) Ltd. He is also a director of Real Thing Entertainment Pty Ltd, an Australian high technology company and Razorback Pty Ltd, a company incorporated in Victoria, Australia.

Mr. Paratz has held executive responsibility for multi-billion dollar programmes and integrations including network transformations and deployments across multiple technologies, with extensive experience in international, metropolitan and regional and rural communications. He

previously served as a member of the Board of the Australian Government's Internet Assistance Programme. He has been an invited speaker at the Australian Health Informatics Conference, and the Australian Academy of Technological Sciences and Engineering.

He was formerly Chairman of the On-Trac@Peter Mac Adolescent and Young Adult Cancer Programme, and has been involved in a number of initiatives in e-health.

6. Mr. Sampath A

Hettiarachchi *Director*

Mr. Hettiarachchi was appointed as an Independent Non-Executive Director of the Board of eChannelling PLC on 1st May 2013. From 2008 to April 2013, he was the Chief Financial Officer at Lanka Hospitals Corporation PLC. Mr. Hettiarachchi has over 25 years of managerial and leadership experience at leading corporate institutions in both service sector and manufacturing operations including Ansell Lanka Private Limited, Lanka Bell Ltd and the DCSL Group. Presently he holds directorships in a number of private entities. Mr. Hettiarachchi holds a Master of Business Administration from the Western Sydney University, Australia and is an Associate Member of the Chartered Institute of Management Accountants, UK (ACMA) and a Chartered Global Management Accountant (CGMA)

7. Mr. Dallas J Stephen

Director

Mr. Joshua was appointed as an Independent Non-Executive Director of the Board of eChannelling PLC on the 26th September 2012. Mr. Joshua holds a Postgraduate Diploma in Marketing (Dip. M) from the Chartered Institute of Marketing, UK. He also holds a Masters in Business Administration (MBA) from University of Sri Jayawardanepura (Postgraduate Institute of Management - PIM). He is a well established practicing marketer with over twenty years of experience in the areas ranging from sales management, product/marketing management, export marketing, service marketing to direct marketing. He has worked in several well known Sri Lankan and multinational organizations, and has over the years acquired a vast amount of invaluable experience in all areas of sales and marketing management. He is a resource person attached to the University of Colombo (for the MBA Program), he has successfully conducted several programmes on CRM and related areas with much success. He was lecturing at the Sri Lanka Institute of Marketing (SLIM) for the CIM (UK) offered by the Chartered Institute of Marketing (UK) as well as lecturing for the Diploma Programme offered by SLIM and the National Institute of Business Management (NIBM). He is an external faculty member of Post Graduate Institute of Management

(PIM), conducting trainings for their Management Development Programmes. He is a visiting consultant attached to the external faculty of several well known organizations, conducting training programs on negotiations skills, personality development, leadership, people management skills, teamwork, decision making, selling skills, presentation skills, performance management, customer relationship management etc.

He has successfully conducted more than (700) seven hundred training programmes. After having acquired a wealth of experience and having risen to the very top in sales and marketing management while being honoured with a MBA from the most prestigious tertiary level management education institution in Sri Lanka, Mr. Joshua finally gave into his entrepreneurial urge, and set up Kaizen Plus SkD (Pvt) Ltd., which essentially specialises in corporate training, management consultancy, outsourcing staff and Head Hunting, with a corporate philosophy of 'Partnering Continuous Excellence' within their client organizations. His client organizations consist of some the prominent entities from diverse sectors , such as banking , fast moving consumer goods, Insurance, manufacturing, retail , technology, services Exports etc.