

MOBILE

MULTI  
MEDIA



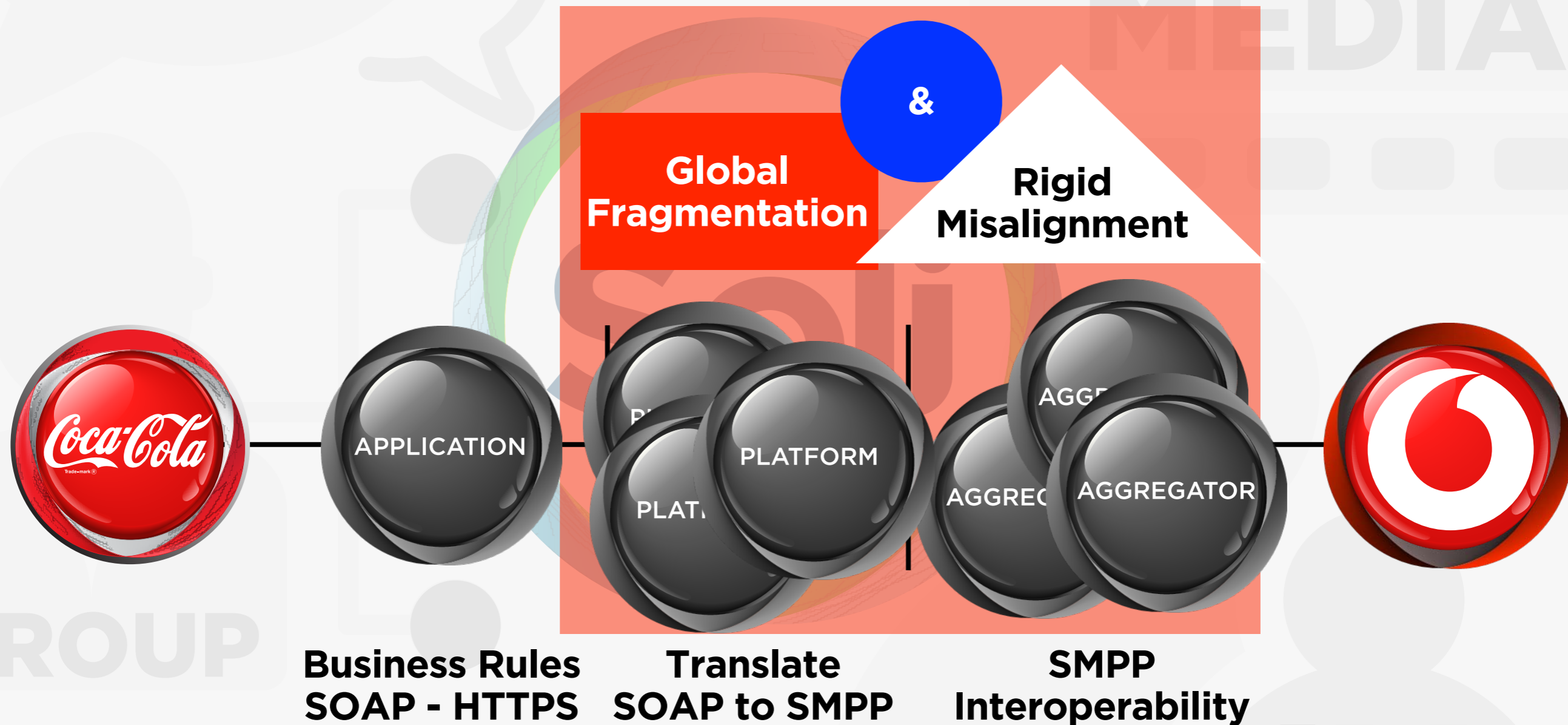
GROUP

**Operationalize Policy with Marketing**  
Reach, Transparency and Trust  
03.02.2012

IM

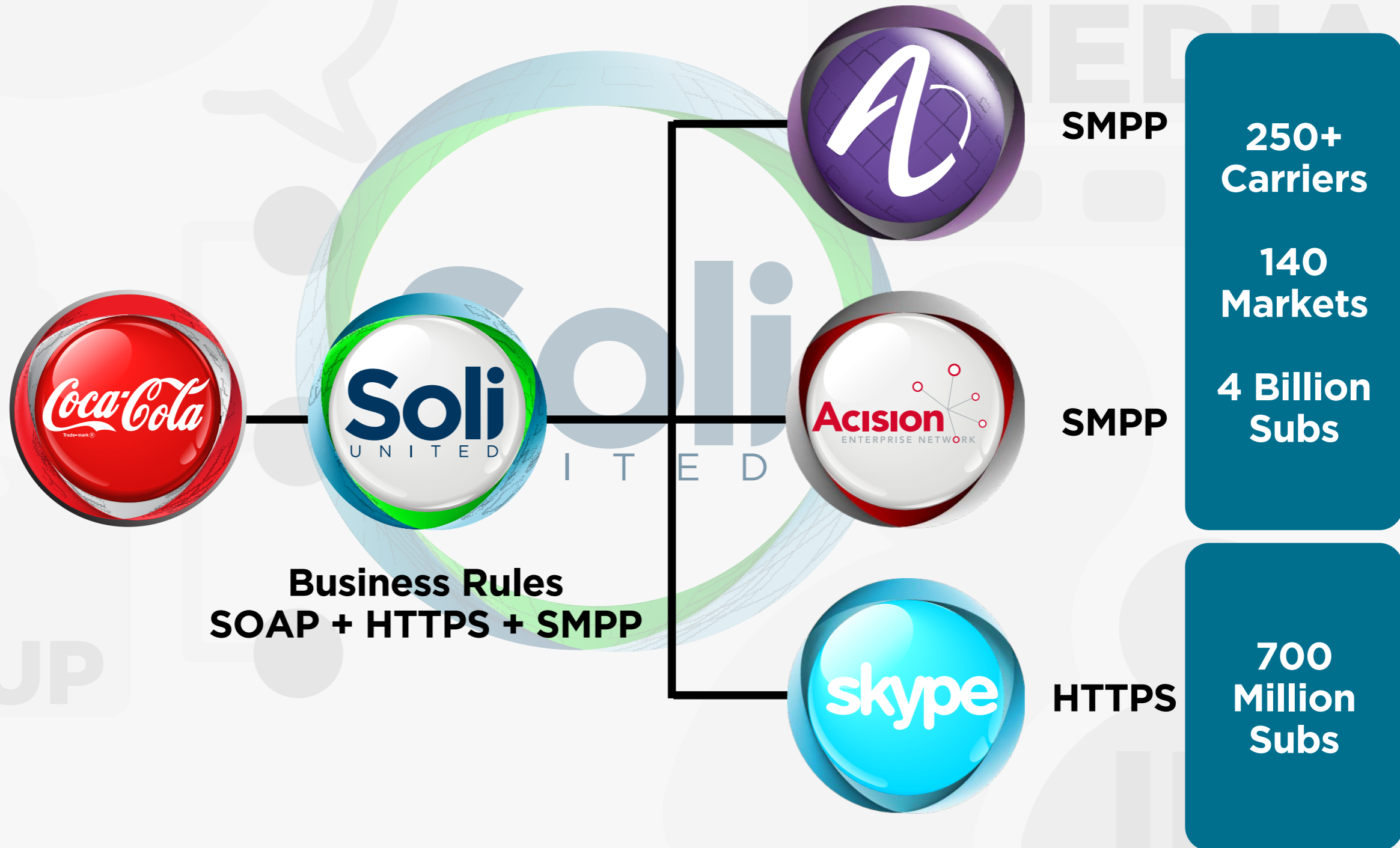
# Messaging is impossible to standardize

Cost structures, technical complexity and opaque value chains cause confusion



# Realize standards & achieve opportunities with simplicity

Harmonize messaging protocols to provide local flavors to a global solution

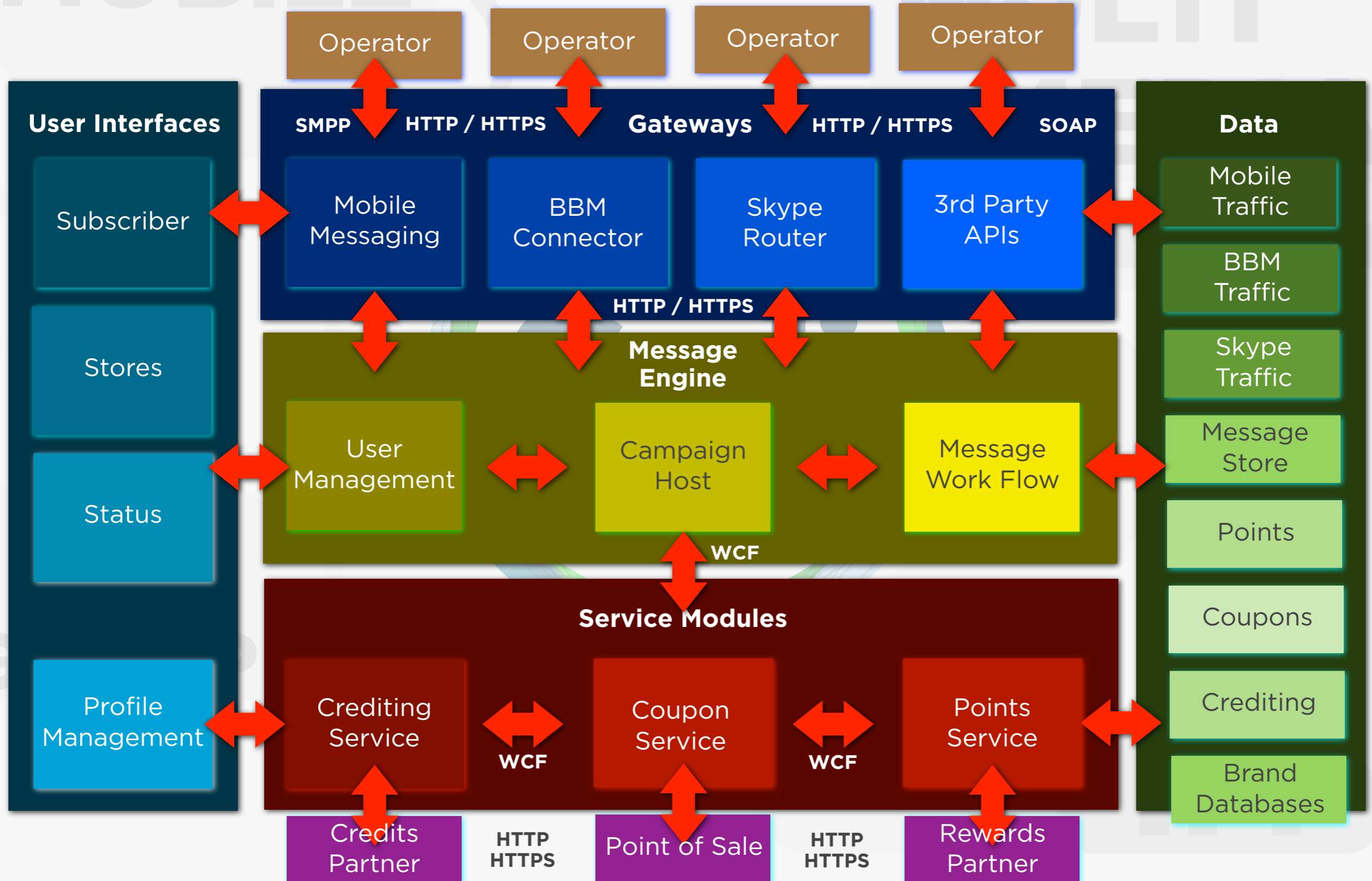


# Capabilities address each market use case

Brands connect with subscribers, local businesses and analyze activity



# Flexible architecture enables global scalability



# A new, global standard for mobile messaging

Brands can have direct connections to consumers in any of 140 markets



Active Markets

In Planning

# Carriers and enterprises own their data

Every interaction has explicit permission from point of origin to termination



## Enterprise

Own the audience across all carriers

## Carrier

Own the subscriber across all brands

# The Composite Standards of Trust

Economics, Technology and Policy

