MOBILE

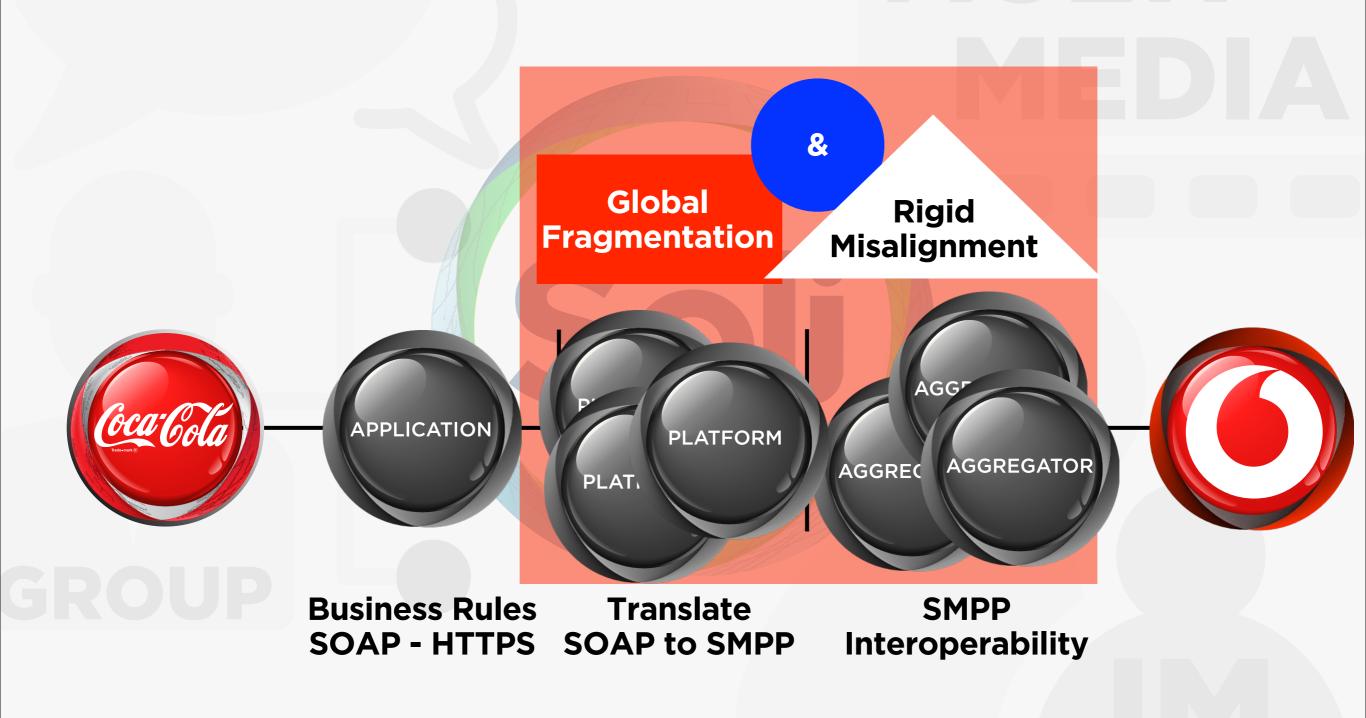


Operationalize Policy with Marketing Reach, Transparency and Trust 03.02.2012

Private & Confidential, Growth & Emerging Markets, LLC 2012

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

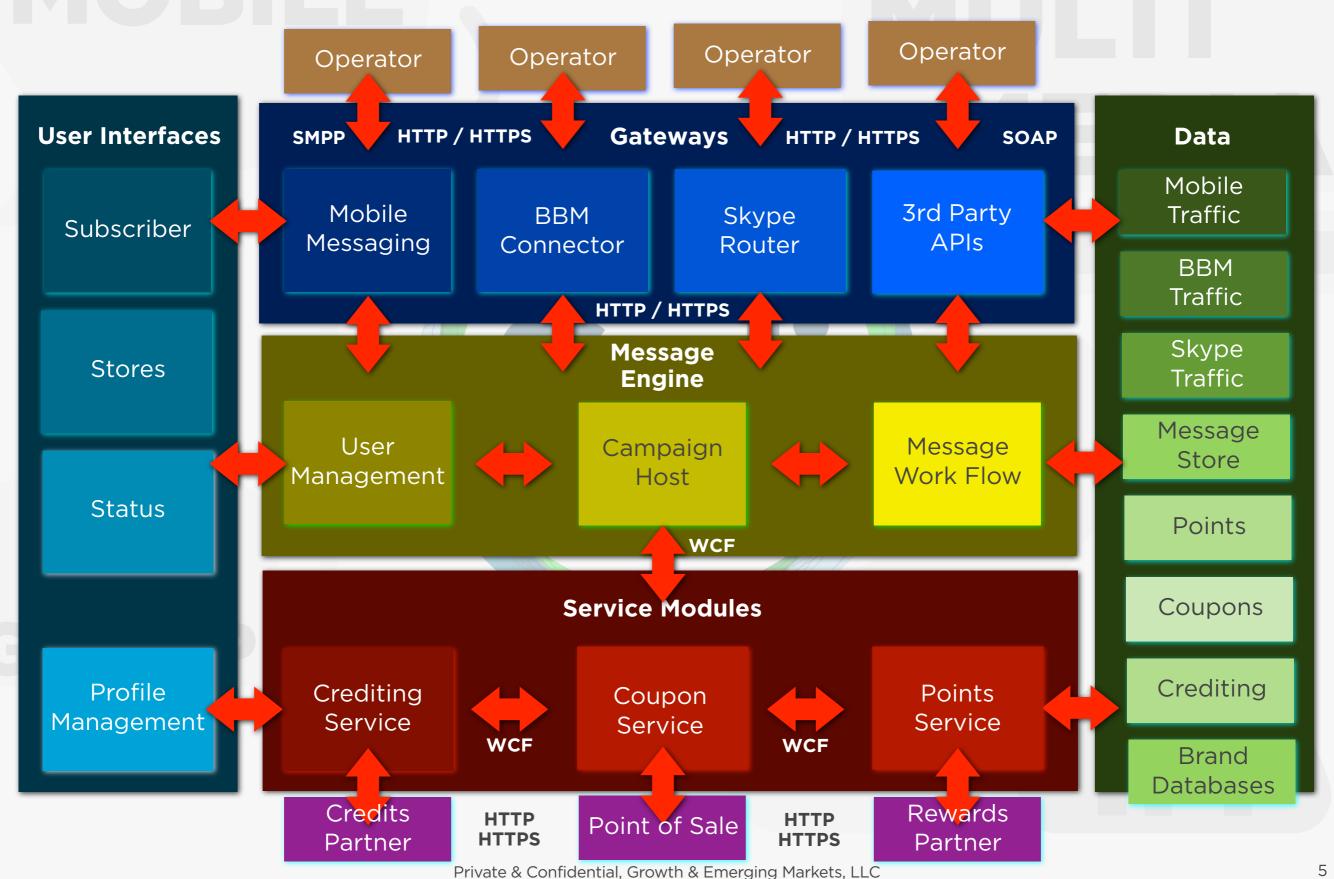


Broadcasts & Alerts
Voting, Polling & Trivia
Contests & Competition

Offers & Sales
Coupons & Rewards
Mobile Statement Credits

Product Activity
Subscriber Activity
Acquisition 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



Carriers and enterprises own their data

Every interaction has explicit permission from point of origin to termination



EnterpriseOwn the audience across all carriers

Carrier
Own the subscriber across all brands

The Composite Standards of Trust

Economics, Technology and Policy



Brands

Save money up to 40%

Carrier

Incrementally profit up to 30%



TPS

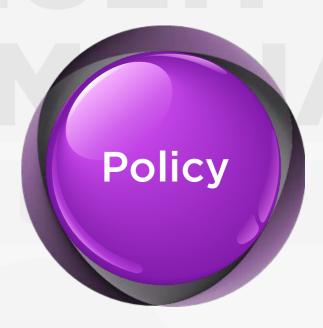
Phase 1 +20,000

SLA

Carrier Grade

Architecture

Enterprise Approved



Explicit opt-in

Brands own the audience

Carriers own the subscribers