



eSIM Summit at MWC22

The inconvenient truth – 6 years
as an eSIM partner with Apple

Theatre 3 - Hall 7
Wednesday 2 March 2022
10.30-12:30 (GMT+1)



KEYNOTE SPEAKER
Michael Moorfield,
Chief Technology Officer,
Truphone



THE INCONVENIENT TRUTH



6 years as an eSIM partner with Apple

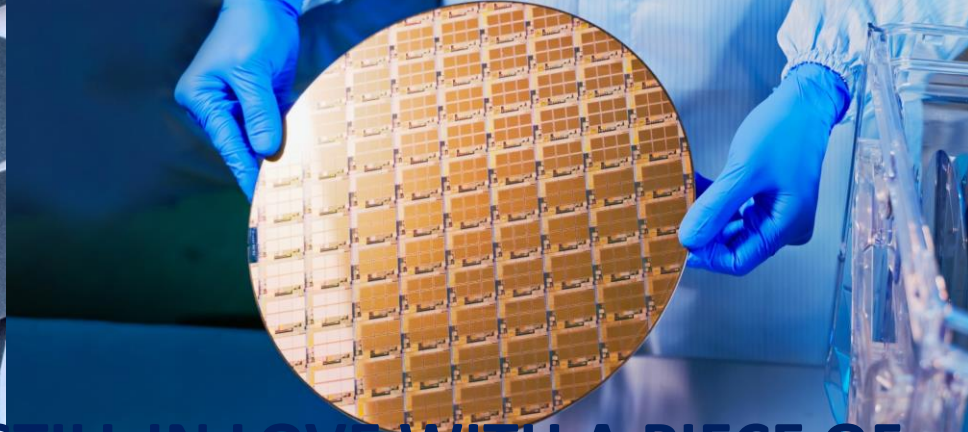


IT ALL STARTED
WITH AN iPad...



6 YEARS ON
eSIM IS NOW AT THE HEART
OF EVERY FLAGSHIP
CONSUMER DEVICE





HOWEVER, THE INDUSTRY IS STILL IN LOVE WITH A PIECE OF PLASTIC

We are just as reliant on the SIM card today as we were 6 years ago.





Replying to @Chris_Fan



Hello, thanks for reaching out. Currently, we don't support eSIM transfer yet. So you will need to buy a new eSIM from our store. :) Hope this helps. bk



Replying to @matt



It's definitely on the cards this year - our tech peeps haven't finalised a date but as soon as we do we'll let you know! LJ

AND WE ARE HOLDING CUSTOMERS BACK...



Replying to @magnus



Following a successful trial in a small number of retail stores, we're pleased to tell you that we will be launching eSIM in 2022. We don't have a date right now, but rest assured we'll inform you when this is available for both consumer and business customers. -Iain



Replying to @Northumbria



Please note we currently support eSIM for cellular capable, wearable devices only. Please view more here:



...AND WHAT'S THE HOLD UP?



NOT ENOUGH DEVICES
SUPPORT eSIM

eSIM WILL BE AVAILABLE
JUST AFTER OUR DIGITAL
TRANSFORMATION IS
COMPLETED

eSIM WILL DESTROY
ROAMING REVENUES

OEM'S WILL BECOME
THE GATEKEEPER
BETWEEN OUR NETWORK
AND THE CUSTOMER

THE MAGPIE



THE BULL



WHERE DO YOU SIT?

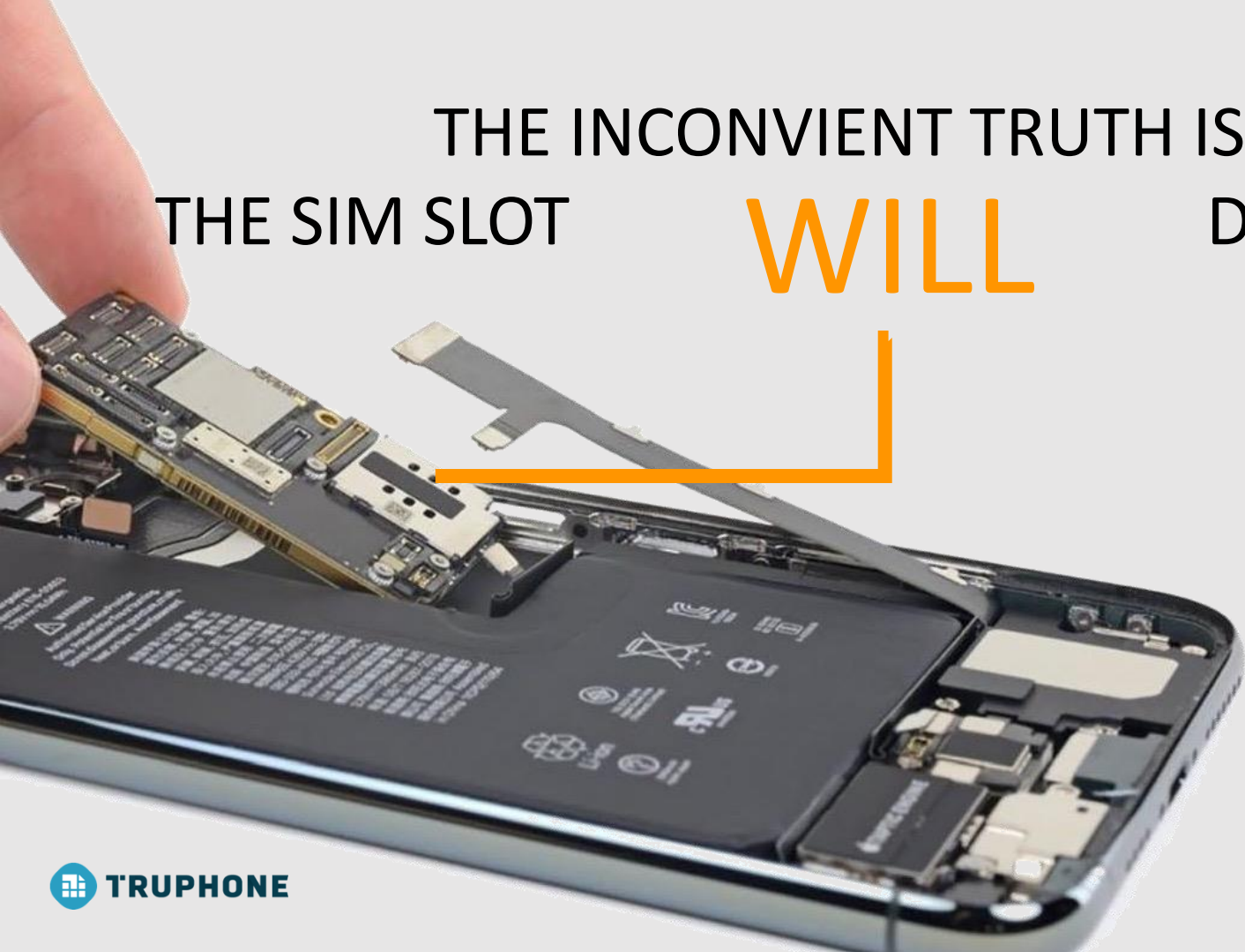
THE OSTRICH



THE GOAT

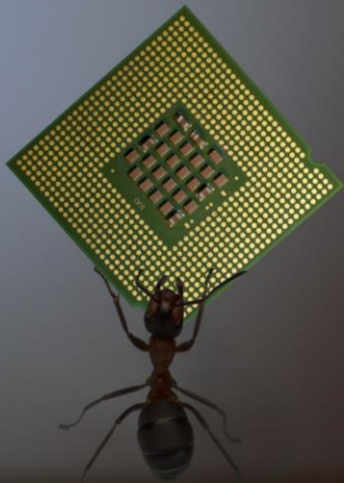


THE INCONVIENT TRUTH IS:
THE SIM SLOT **WILL** DISAPPEAR



WE BELIEVE IN THE eSIM PROMISE

Smaller, efficient and
faster devices



Simple logistics
and reduced
distribution costs



Choice and flexibility
for customers





eSIM IS
SAVING MONEY

A woman with a braid, wearing a white shirt and blue overalls, is looking down at a black device she is holding. The background is a soft-focus field at dusk or dawn.

eSIM IS ENABLING NEW EXPERIENCES

```
// Launch Truphone Connect
const Connect = require('./connect.js')
const connect = new Connect({})

// New connectivity for any eSIM on the planet
connect.orderSim("89049032007008882600011111111111"),
  null, (results) => {
    console.log("Hello New Connected World");
  }
}

// Your new eSIM is on it's way!
```



SETTINGS

now

Cellular Plan Ready to Be Installed

Tap this notification to finish your Cellular plan set up.



TRUPHONE

eSIM IS MAKING THINGS EASIER



And we are at the forefront
of this acceleration

0 TO 18M eSIM
ACTIVATIONS
IN 3 YEARS

21-Mar-22



THE WORLD'S most complete eSIM solution



Business and IoT solutions



Consumer apps



Connect API



Entitlements



RSP



SIM OS



Bootstrap

Full ownership of the entire eSIM ecosystem for future proof connectivity



IF NOT
NOW
THEN
WIN



Visit us at Stand 5A32, Hall 5