



Hootan Mahallati

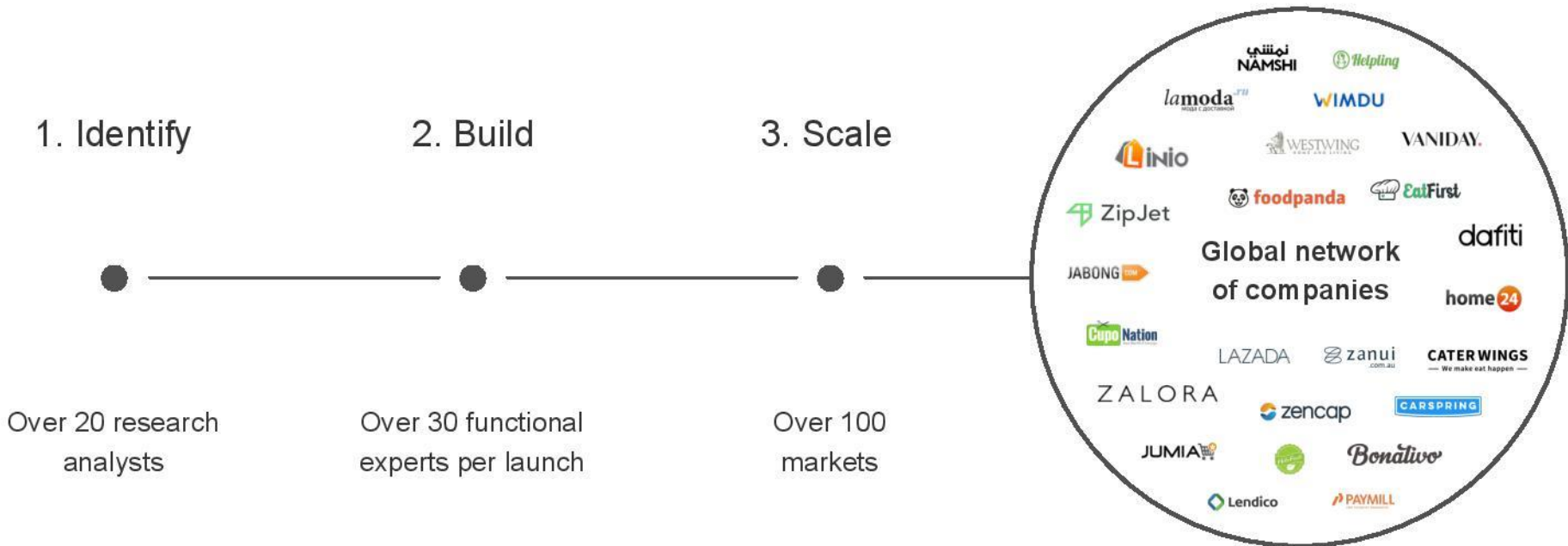
Chief Product Officer

February 22, 2016

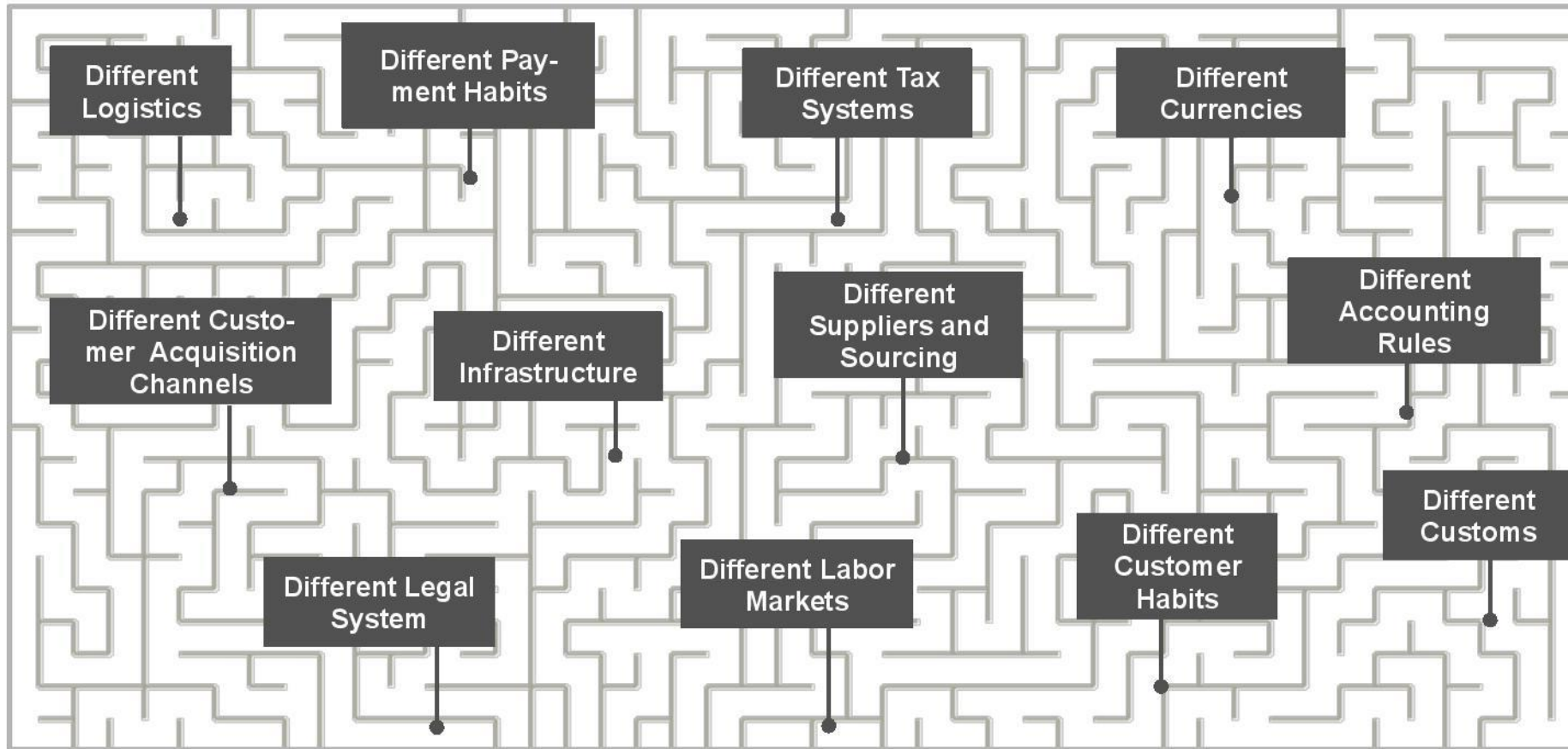
Mobile World Congress, Barcelona

GSMA Summit

Our business model



Our markets are complex and heterogenous



... but there is a reward for this complexity

The more
complex a
market ...

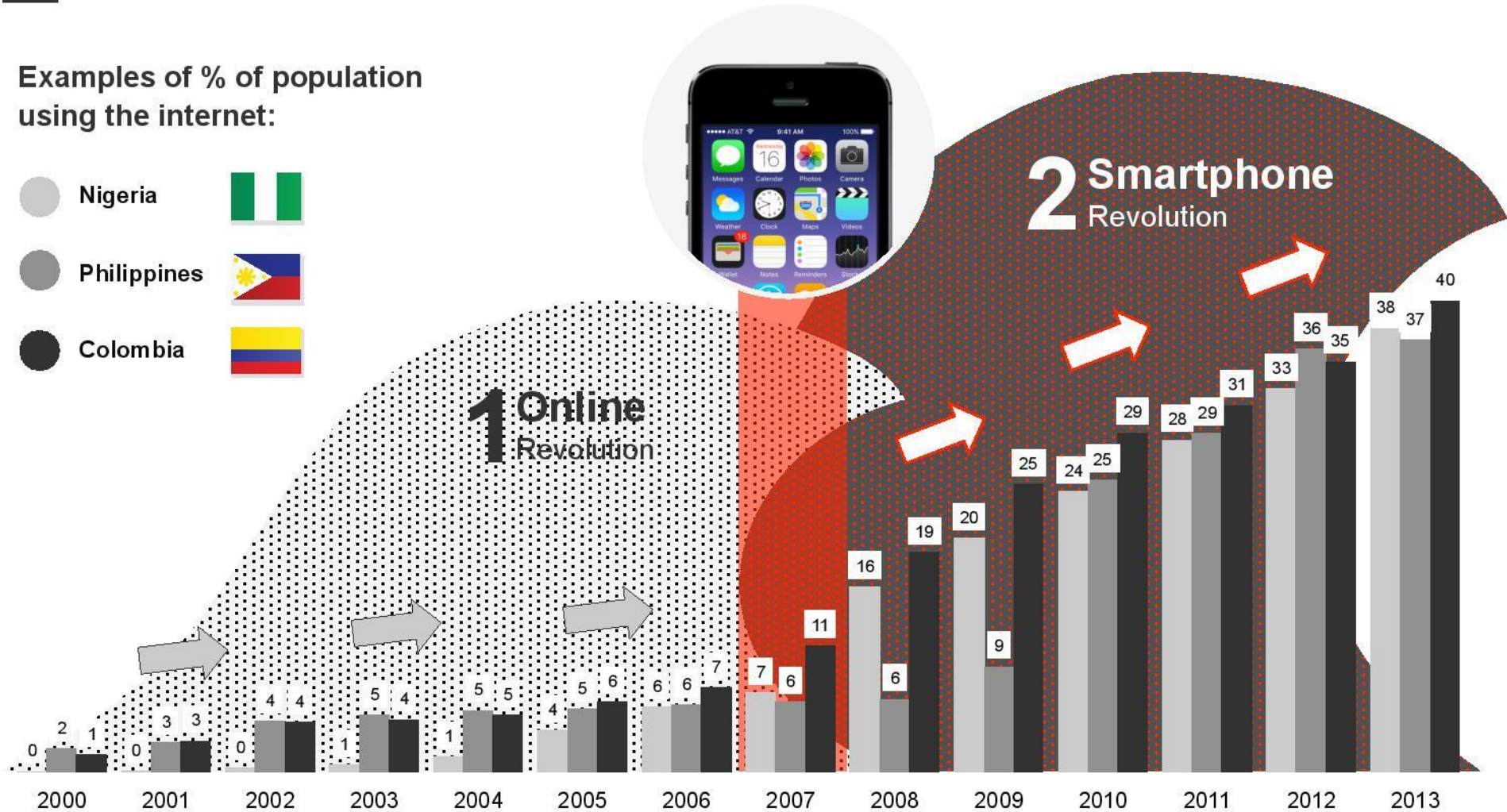
... the fewer
players in
the market ...

... the higher
the market
share of each
player ...

... and the
higher the
margins

The smartphone revolution itself further underpins our opportunity

Examples of % of population using the internet:



GSMA's efforts are well-aligned with Rocket's end goals (1/2)

- Our markets are heterogeneous, especially when it comes to mobile behavior: Facebook, WeChat, Line, Kakao, WhatsApp are all players and dominate different markets
- Naturally, companies such as Facebook are also focused on being the “mobile gateway” through their API offerings
- So at the user level, there is fragmentation, in turn making it hard for companies like Rocket to make a user-centric choice
- One level below at the market level, Rocket can rely on a few stable partners, making it simpler to plan long-term
- Leveraging emerging behavior is always a competitive advantage:
 - users in SE Asia are already used to signing up using phone numbers, bypassing email interaction

GSMA's efforts are well-aligned with Rocket's end goals (2/2)

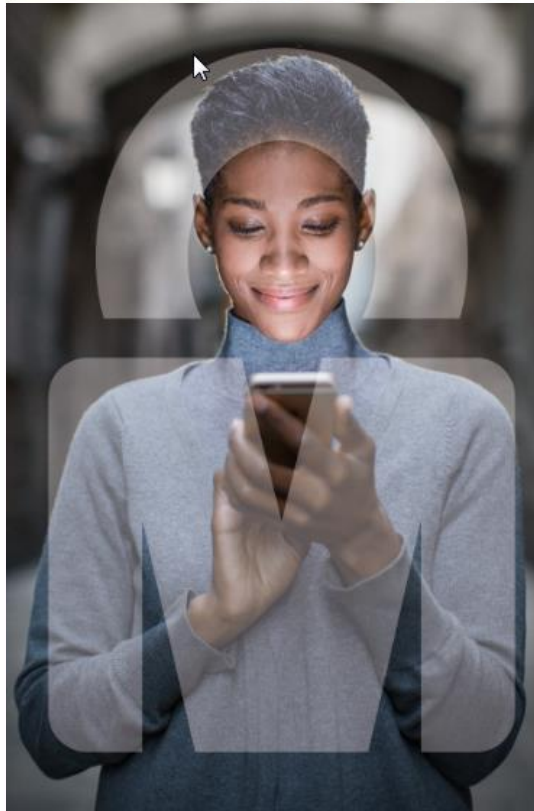
Given the current macro trends in many Rocket markets, we support GSMA's initiatives:

- The aforementioned market-by-market stability of local operators helps us rise above the noise
- Superior metadata visibility (eg: location) by operators regardless of walled-garden app permissions supports initiatives such as targeted marketing campaigns
- Developed ecosystems such as physical presence in local markets further bolsters trust in the provided solution



- Together, we can stay on top of morphing mobile macro trends and react rapidly to changing mobile behavior
- Kaymu, a Rocket portfolio company, is currently working with GSMA to implement Mobile Connect in its markets and we both support and look forward to seeing the results of this collaboration

Integrating Mobile Connect to Kaymu: 3 Major Potential Use Cases



Temporary login

- No need for the buyer to fill in forms
- Only the token ID will be used by Mobile Connect to login

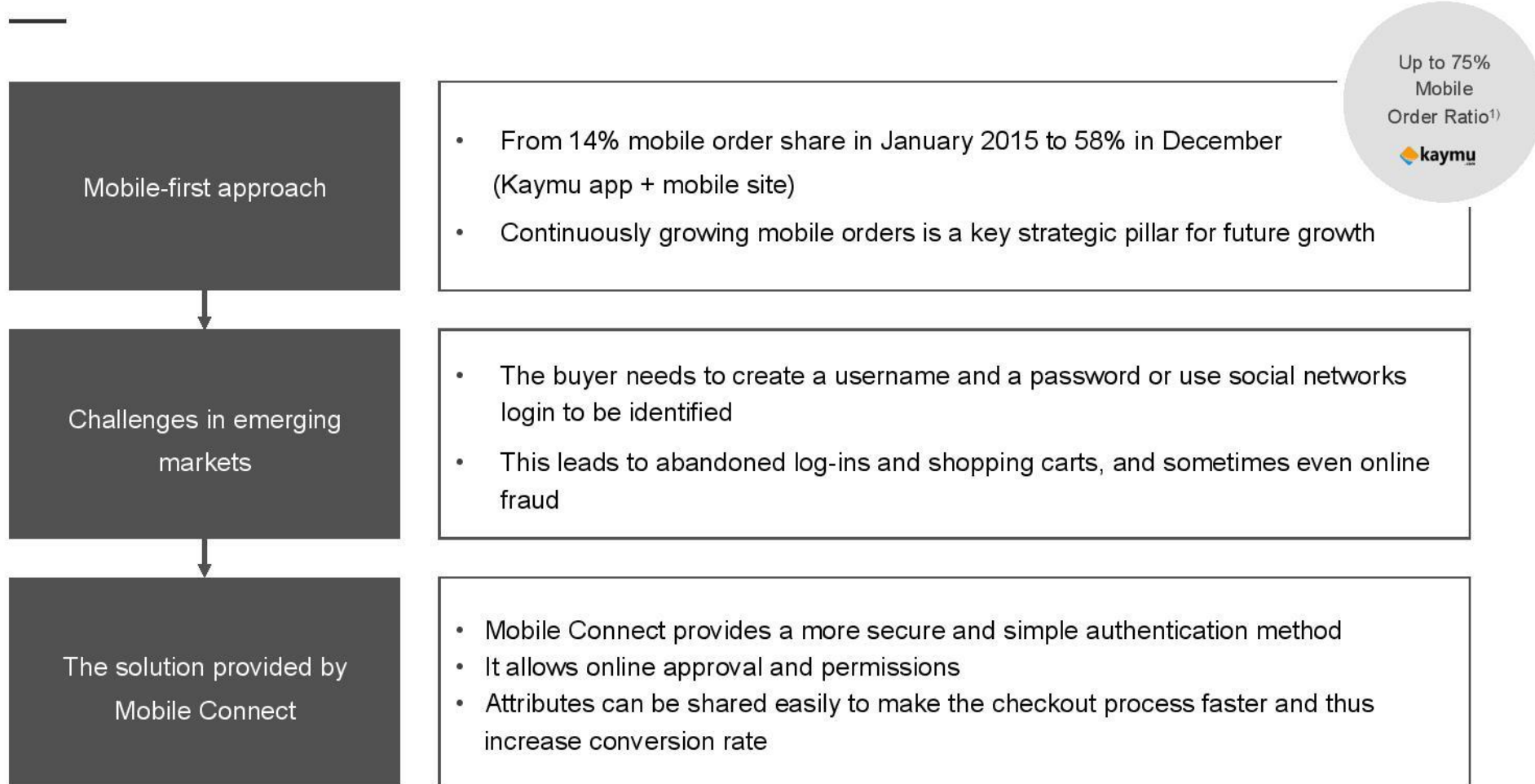
Checkout

- Use mobile connect to prefill all checkout fields instantly
- Can also be useful in case the user is connected through Facebook, Google+ or email address

Login + Checkout

- On a product page, the user just taps the Mobile Connect express checkout
- It automatically creates the account and adds the shipping details

Using Mobile Connect in emerging markets



(1) For Myanmar, Dec 2015

Building strategic partnerships between telcos and Kaymu

Introducing eCommerce to new markets together

Diversifying telcos' offers

- Kaymu is the best place to test telcos' innovative solutions such as Mobile Connect or mobile payment systems
- Provide a more diversified offer to telcos who have to face competition from WhatsApp and FB calls
- Kaymu also successfully sells telcos' products (phones, top up cards, SIM cards, etc.)



Lowering costs

- For customers: **zero-rating** download and usage of the app
- For telco operators: **targeting the most connected** people in the target countries
- For Kaymu: reaching the entire country through **SMS and other campaigns**



Strong marketing impact

- Combining the **best e-commerce brand** in South Asia with the most prominent telcos
- Organizing **co-branded campaigns** to reach the most connected youngsters





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