

Enter KaiOS ●

KaiOS exists to empower people around the world through technology.

We partner with manufacturers and carriers to bring down the cost of devices and data. And we work with developers to launch locally relevant apps so that everyone can join the digital revolution.



**KaiOS makes the
internet accessible
through light,
affordable
technology.**



How internet benefits society



Creates digital services

Mobile payments
Digital ID
Welfare services
Knowledge sharing



Increase GDP growth

10% broadband increase
→ 1.4% increase GDP



Empower next generation

Create and finance
businesses
Micro-entrepreneurship



Reduce the gender gap

Better access to
government services,
financial services, and job
opportunities for women

Main remaining barriers are:



01

Affordability



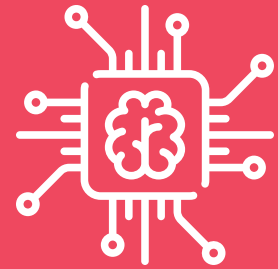
02

Accessibility



03

Relevance



04

Usefulness

KaiOS

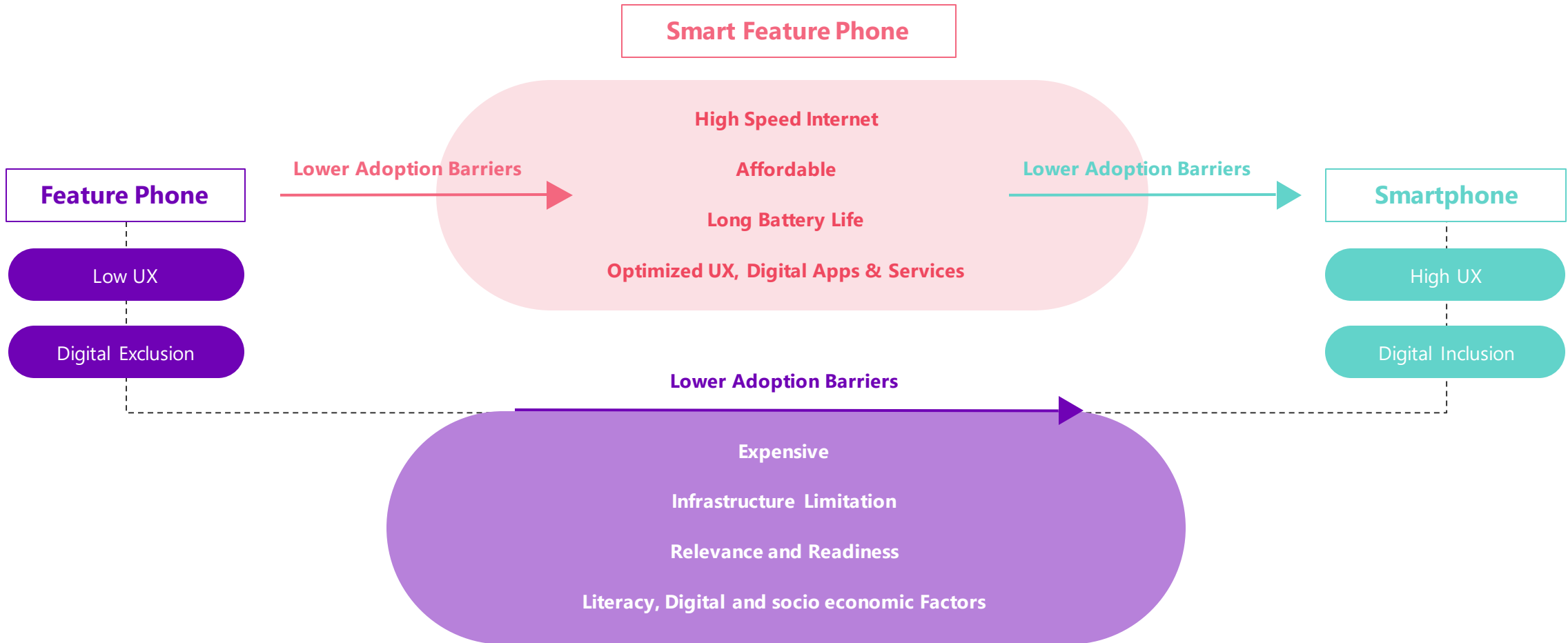
makes access and
usage of mobile
internet a reality
for all



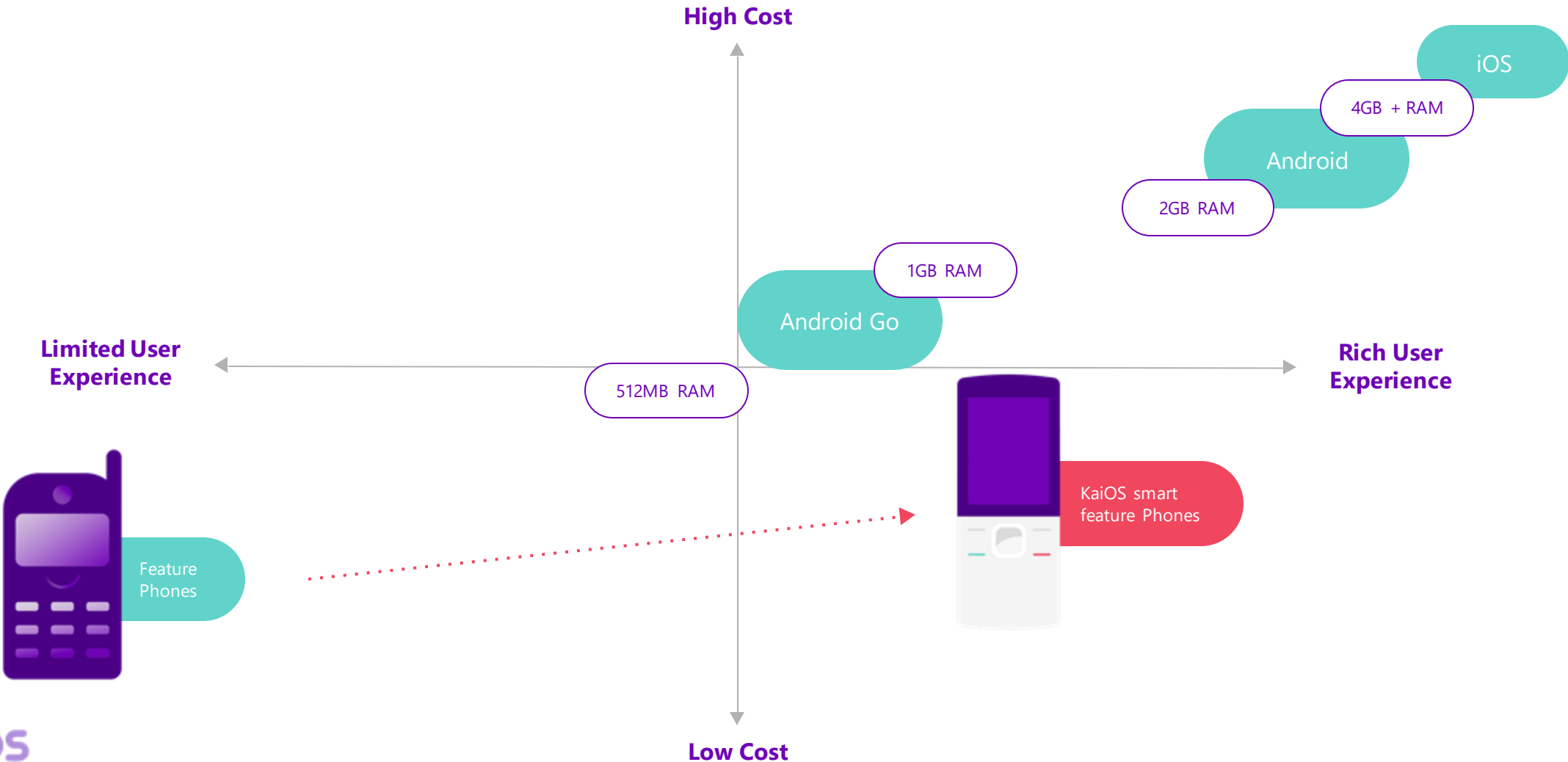


● KaiOS value proposition

A bridge from feature to smartphone



How is KaiOS different?



KaiOS helps close the digital divide in emerging *and* established markets

Emerging markets

80%

of KaiOS shipments Enable people to discover the internet by migrating from 2G to 3G/4G"

Established markets

20%

of KaiOS shipments Meet specific needs, including ease of use (seniors) and durability (outdoor use)



Enabling affordable phones & data

01

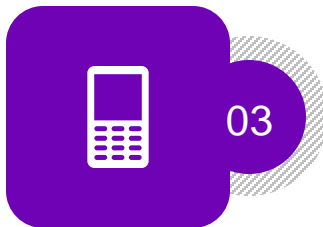
Affordable



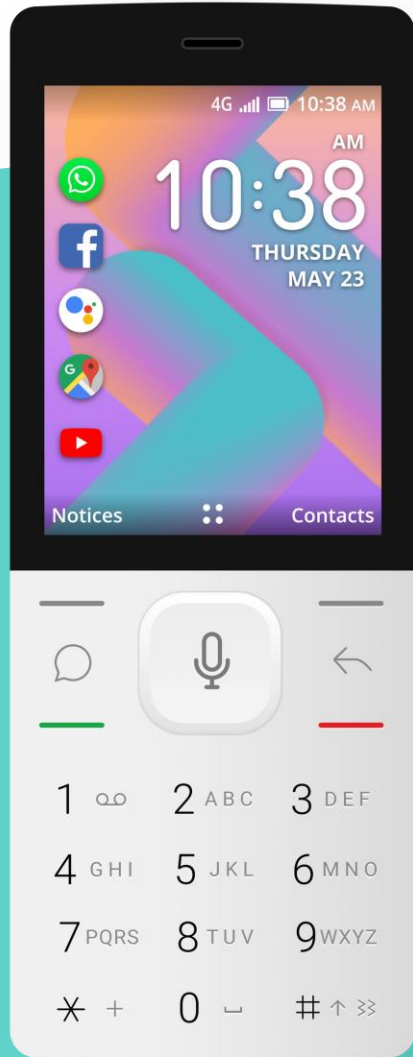
Preferred taxation (on devices)



Subsidies and financing



Create scale (devices and data sales)

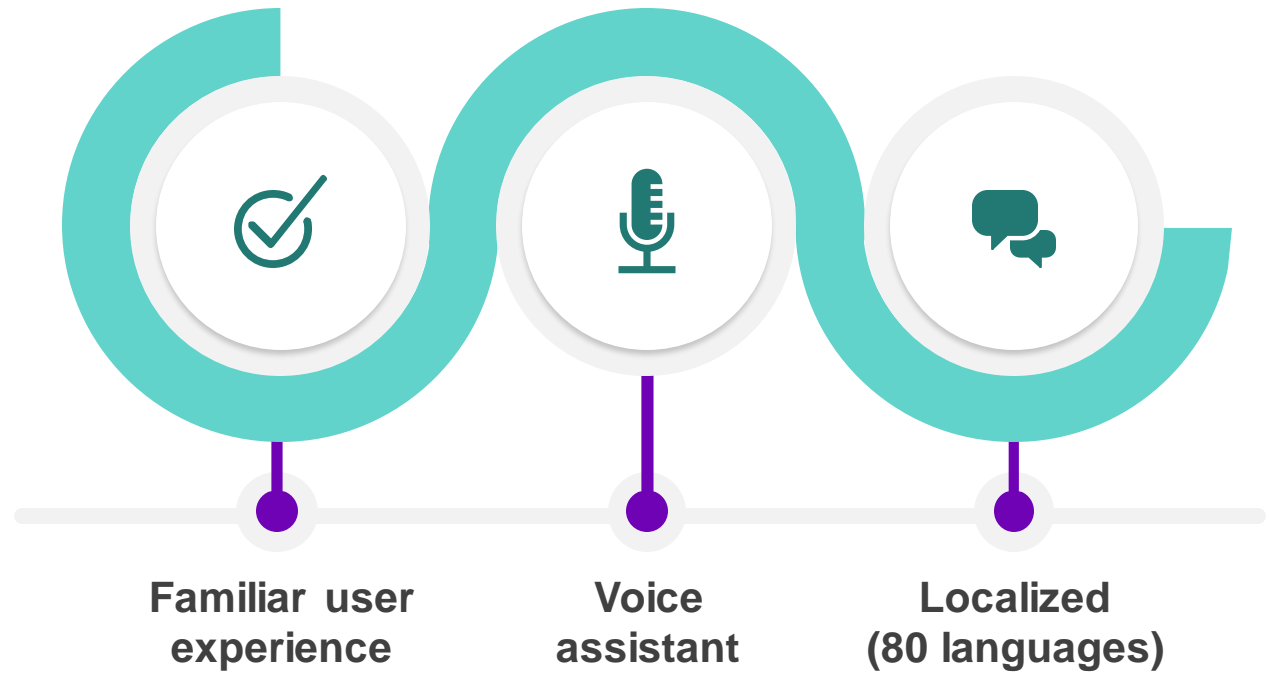


Accessible

Designed for first-time internet users

02

Accessible



Localized and relevant content

03

Relevant



1

World's most popular apps



2

Local
“heroes”



3

Developer
community



4

Institutional
partnerships



Useful

04

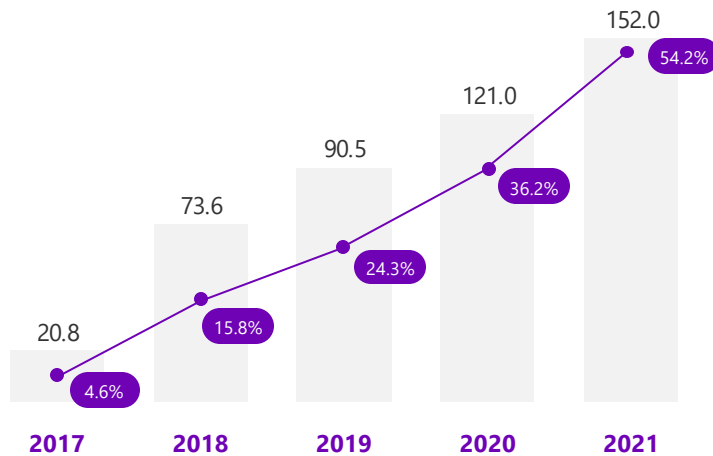
Useful

Empower users to grow wealth

- Access to mobile money and banking
- Access to micro insurance and credit
- Enable communities to create local services and content



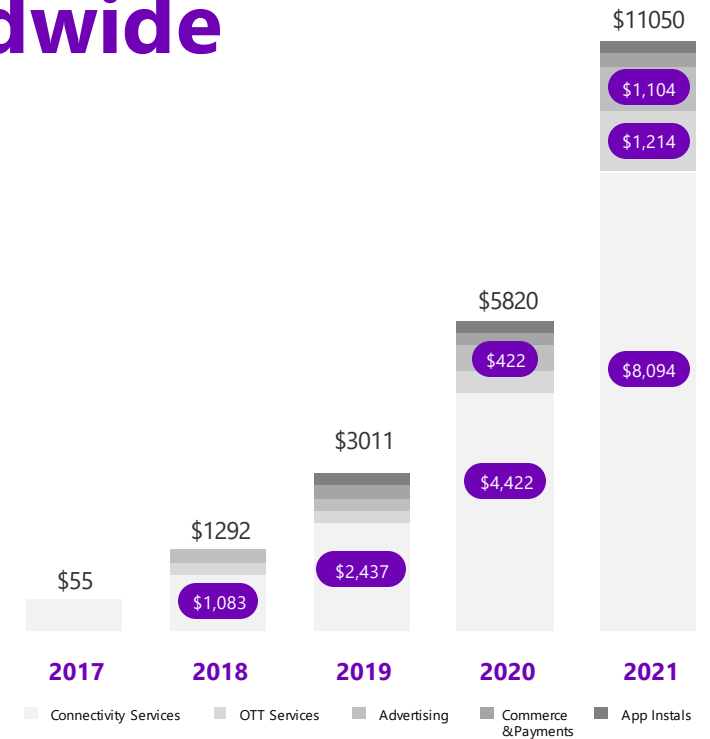
There's growing demand for smart feature phones worldwide



Global Smart Feature Phone Shipments (Millions of Units) & Penetration of Total Feature Phones (%)

- Source: Counterpoint Research

The opportunity from smart feature phones will amount to around **US\$28 billion** over the next three years. Software & Services alone will contribute to **US\$ 20 billion, or 71%** of this opportunity.



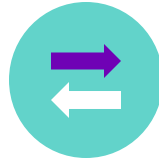
Global Smart Feature Phone Software & Services Revenues (US\$ Millions)

- Source: Counterpoint Research

KaiOS creates new opportunities for carriers



**Acquire new
customers**



**Migrate 2G users
to 3G/4G**



Increase ARPU
(Average Revenue Per User)

KaiOS creates new opportunities for developers



The possibility of impacting millions

KaiOS is the world's third largest OS - and we're growing fast. Our system already reaches over 100M people, many of them first-time internet users.



The satisfaction of building meaningful apps

Building for KaiOS means reaching those previously excluded from the digital revolution. This is a unique opportunity to effect change via apps that help boost economical, social, and political development.



Discoverability and unique advertising

Don't compete with millions of other apps to be discovered. Use KaiAds for unique advertising opportunities.

We bring the best of smartphones to low-cost devices

The world's most popular apps including

WhatsApp, YouTube, Facebook, and Google Maps.



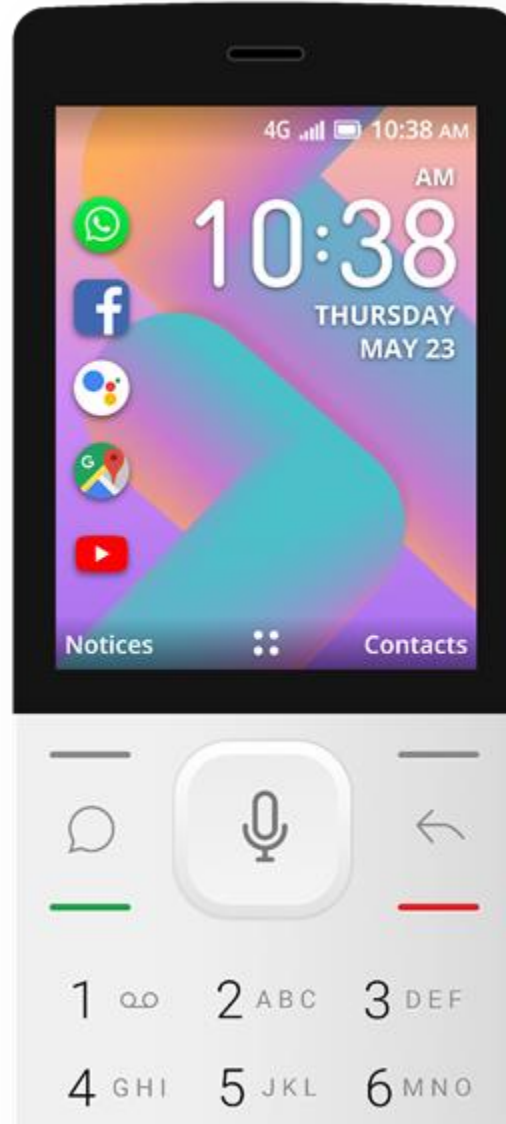
Battery for days

Long-lasting battery life that can last up to 5 days.



Connectivity

Wi-Fi, 3G/4G/LTE, VoLTE, and GPS.



Voice control

Use voice to open apps, navigate, and type.



Durability

Withstands shock better than touchscreen phones.



Affordability

Smartphone functionality at feature phone prices.



KaiOS, a web-based operating system

Based on open web technologies
E.g., HTML5, Javascript, and CSS

Runs on the Gecko runtime engine

Supports JavaScript frameworks
E.g., Inferno, Construct, Phaser

The only web-based OS deployed at scale in the market



Developer guides and tools

Guides

- An introduction on how to get started developing for KaiOS
- Sample code
- Design guidelines
- Essential developer topics such as navigating and using the D-pad

Find everything a developer needs on our Developer Portal:
developer.kaiotech.com



Tools

- The Simulator, for app development, testing, and debugging
- Submission and validation forms (see next slide)

KaiOS for smart feature phones

Strong backend

Self-developed technology for FOTA/DM, service delivery, push notifications, and location-based services. Scalable to 300 million users and 10+ billion transactions per day.



Lite solution based on web technologies:

A small memory footprint with continuous efforts to keep it lighter than competitors. We are committed to the web, a core pillar of KaiOS.



Partnerships with major mobile operators:

KaiOS is launching mobile phones in partnership with major mobile operators around the planet. KaiOS is an operator-friendly solution.



Flexible solution for different audiences, businesses needs, and regions

KaiOS unlocks a large audience previously unconnected and gives them access to the internet. The KaiOS business model is flexible and adaptable to different industries and regions.

THANK YOU

Follow us on Twitter, Facebook, and LinkedIn to discover what's new and next for KaiOS, smart feature phones, and closing the digital divide.

You can also send in your questions, comments, and ideas to marketing@kaiostech.com



KaiOS
enable tomorrow