

GSMA™

# 赋能物联网：eSIM 助推亚洲制造实现全球化部署

上海浦东 嘉里大酒店 - 3号多功能厅

2023年6月30日 星期五, 10:00-11:00



金辉博士,  
创始人兼首席执行官,  
Redtea Mobile

MWC上海

MWC™  
GSMA

黄金赞助商



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**GSMA™**

# Empowering IoT: Made in Asia for Deployment Worldwide, Powered by eSIM

Kerry Hotel - Function Room 3, China,  
Shang Hai Shi, Pudong

Friday 30 June 2023, 10:00-11:00



**Hui Jin, Ph.D**  
Founder & CEO  
Redtea Mobile

**MWC Shanghai**

**MWC™**  
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# Made in Asia for Deployment Worldwide, Powered by eSIM

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# Redtea Mobile: Global Connectivity Orchestrator



Dedication to eSIM and its development since 2015.



Official Worldwide eSIM Service Provider recognized by Apple.



RedteaGO Alliance with 3 Million+ paid users served.



Endorsed by Forbes as one of the 100 Most Customer-Centric Companies, also by TechCrunch and Counterpoint.



The eSIM company invested by Qualcomm with strategic partnership.



Recognized by Tim Höttges (DT CEO) as leading “Global Connectivity Orchestrator”.



eSIM enablement platform (Netherland site) certified by GSMA.

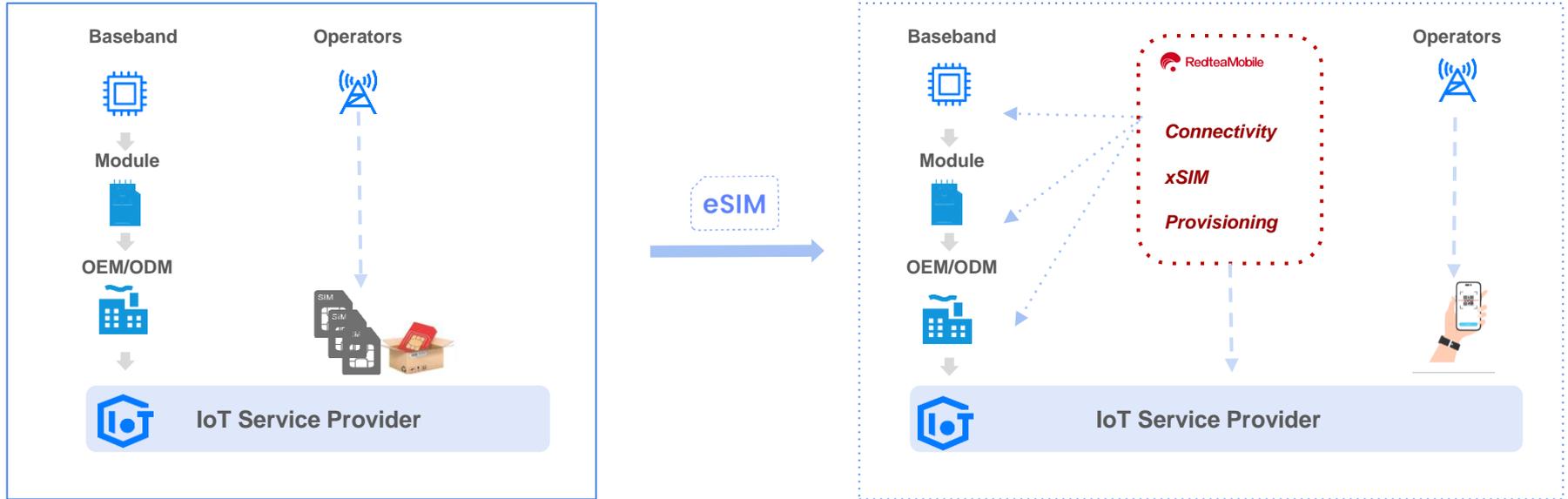


eSIM enablement service delivered to tier 1 operator with dozens of millions of subscriptions.

# The Challenges for Global Supply Chain



# The Solution



**Portability:** eSIM and SDK adopted at different stages with different OSes/hardware.

**Openness:** Capability to board any operators with eSIM enablement.

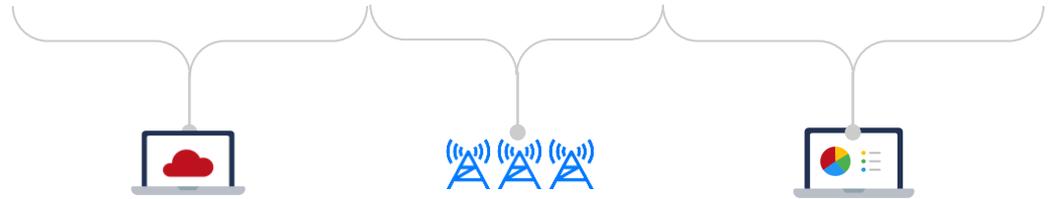
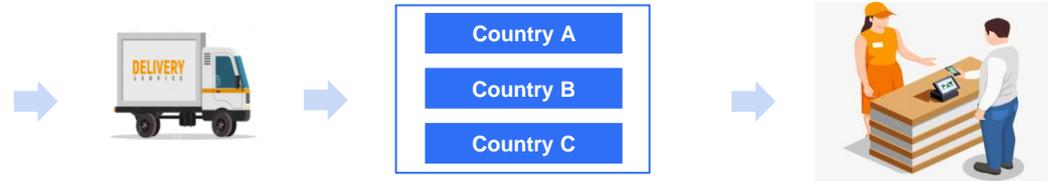
**Spontaneous Connectivity:** Non-typical scenarios like Lab, QA, field testing and more.

**Future Proof:** In-house eSIM/iSIM OS, RSP in EU, Bootstrap, SGP.31&SGP.32, and more.

# Use Case: POS and Mobile Payment



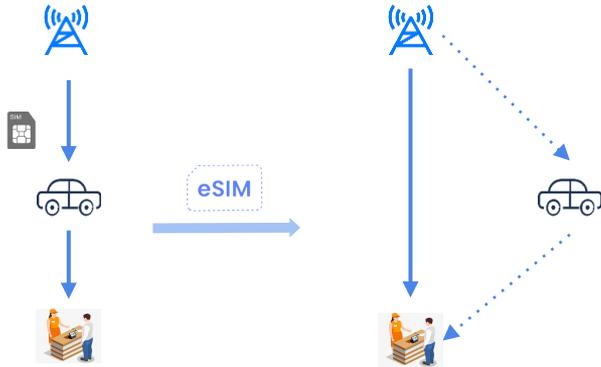
- RedteaMobile
- Connectivity
- xSIM
- Provisioning



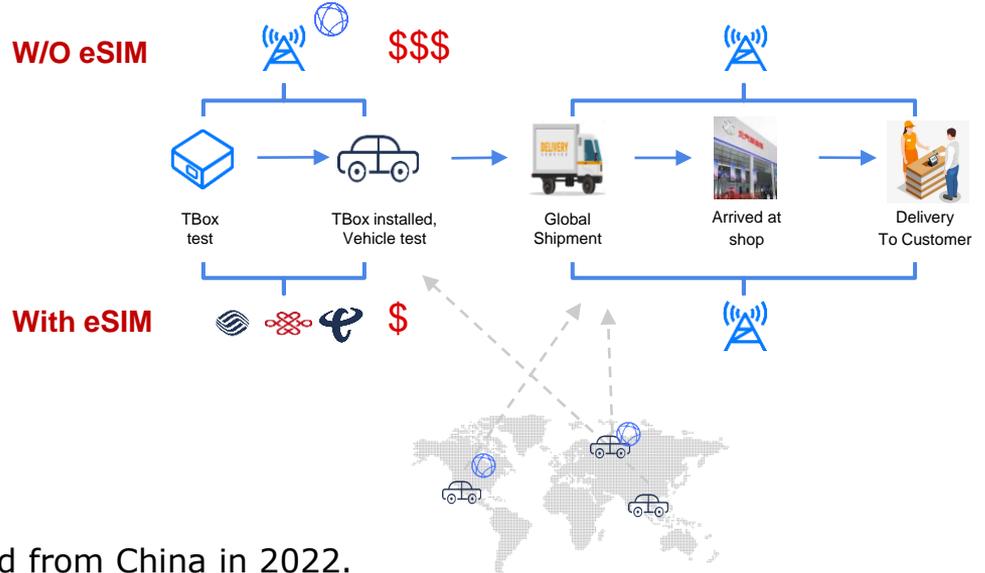
- Single SKU for Efficiency
- Bootstrap for cost-effectiveness
- Openness to (almost) all operators.
- Redundant Connectivity for higher TSR (Transaction Success Rate)
- Open API for more revenue opportunities.

- Over **40 million** POS machine shipped from China in 2022.
- By region, Asia Pacific accounted for **60.22%** of the global supply market share, as of October 2022.

## New Business Model with eSIM.



## Productivity & Compliance with eSIM.



3.11 million automobiles were exported from China in 2022.



From January through May of 2023, Chinese automakers exported 1.758 million automobiles, an **124.1%** rise year on year.

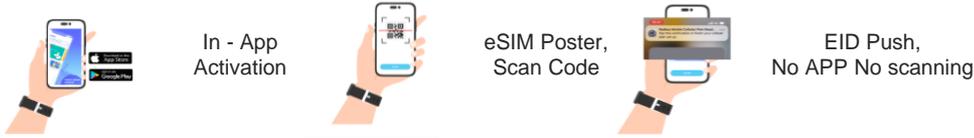
# Use Case: New User Engagement for New Generation

Full digital journey for users to subscribe to a new MNO.

**Get an eSIM via** H5 /Website/APP/Social Media  
**Instead of from** TV/newspaper/shop/magazine



eSIM makes it possible for boarding new subscribers from the Phone!

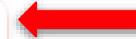


Significant Traffic from Smartphones.



Operator

Enjoy 1GB eSIM Data Today.



15:50

## Data services

Operator 1 Operator 2

+86 185 1:

Balance: 312.15 CNY  
Remaining data: 0 B  
0 min of talk time left  
Data used this month >

Calibrated just now Calibrate

Top up minutes Top up data

Operator

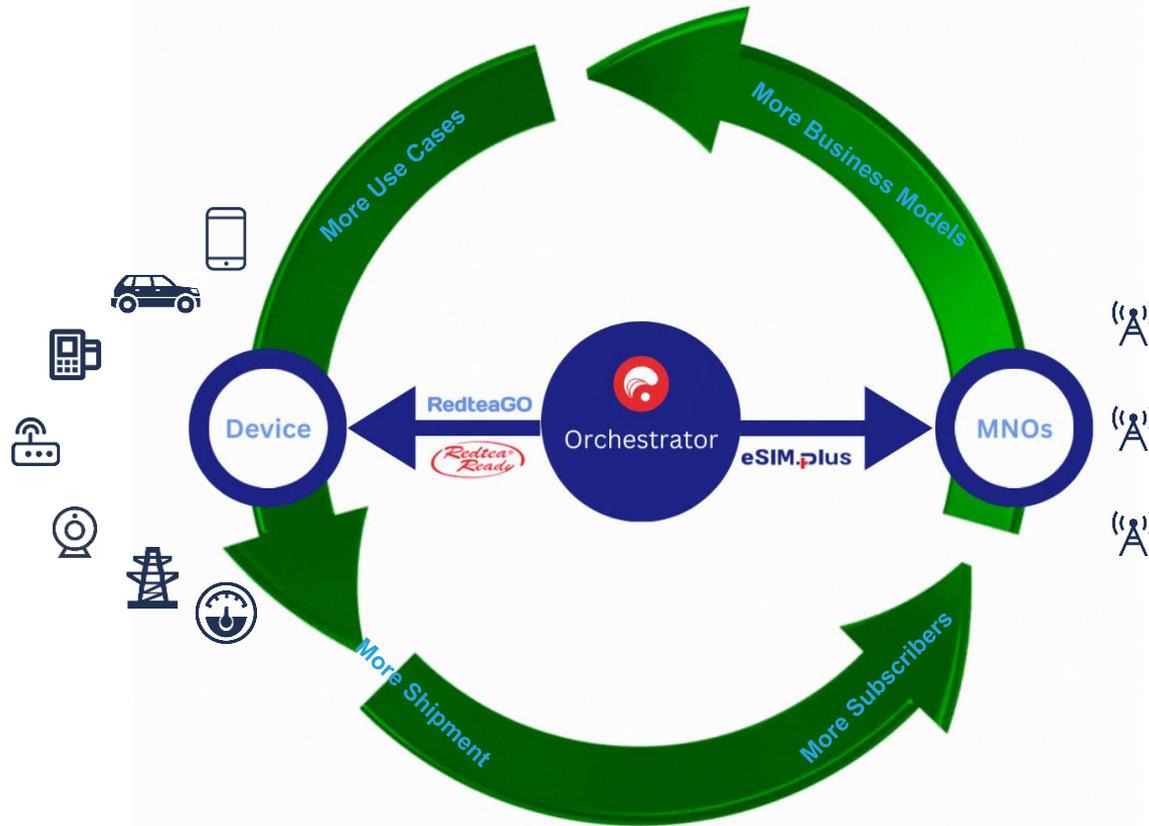
Enjoy 1GB eSIM Data Today.

More services

Data Service

9

# Connectivity Orchestrator: Let's Spin the Flywheel



CEO of Deutsche Telekom

mentions  RedteaMobile aS

**“Global Connectivity Orchestrator”**



**Scan to watch the video**

# THANKS

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