



OPERATOR KEYNOTE

SERGIO COLLAZO, VALUE
ADDED SERVICES
ENGINEERING SENIOR
MANAGER – AMERICA MOVIL



Android messages Google RCS

October 9, 2018

The Value of RCS for AMX

AMX is pursuing 4 distinct revenue streams with RCS

A2P Messaging

- Improving existing A2P SMS business with rich cards, receipts



Conversational Commerce

- On-line Search, Digital Personal Assistants, Customer Support Call Centres and e-commerce forecasted to move to chatbots



RCS Value for AMX



Plug-ins

- Stickers, chat-based tools and games etc.

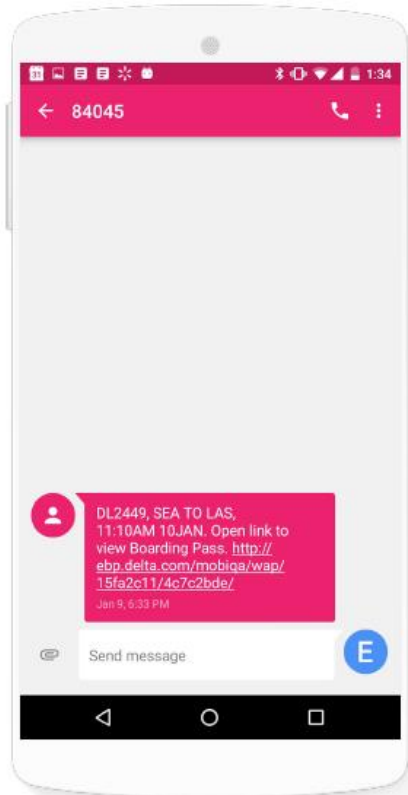


Artificial Intelligence

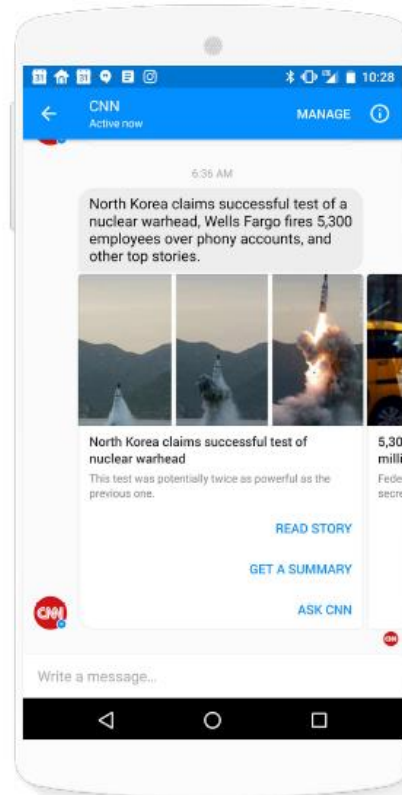
- Applications in business, local government, health, transport and many other fields



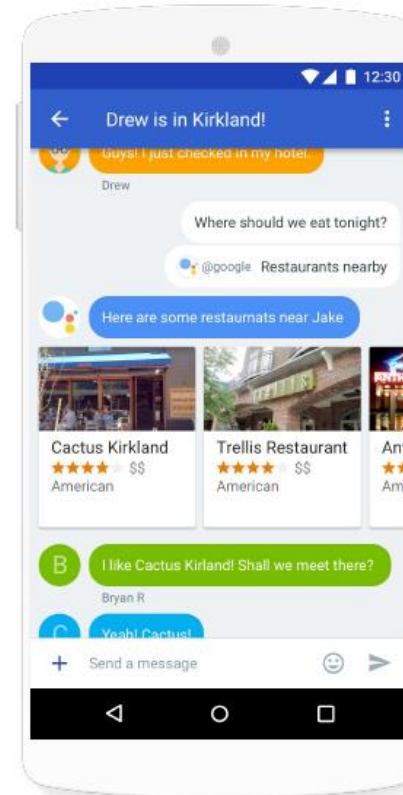
We are interested in BOTS – and Conversational Commerce



Basic, non-interactive bot (A2P SMS)

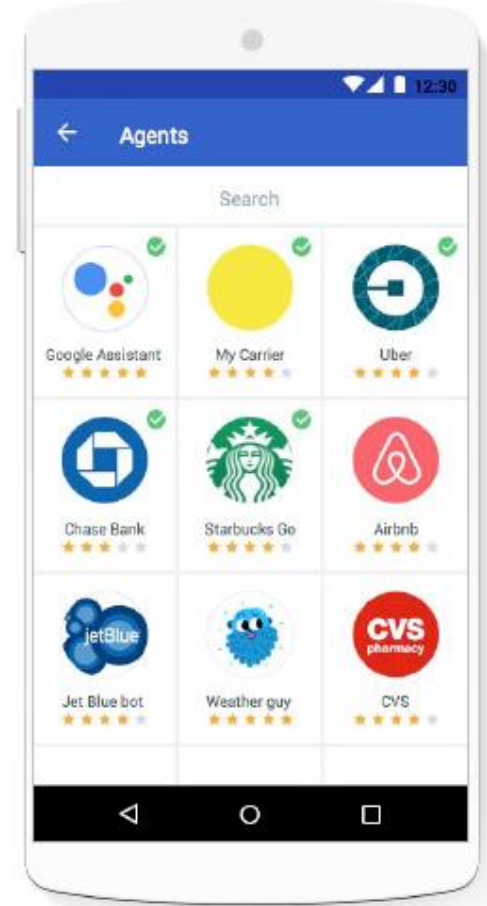


Bot with options for interaction

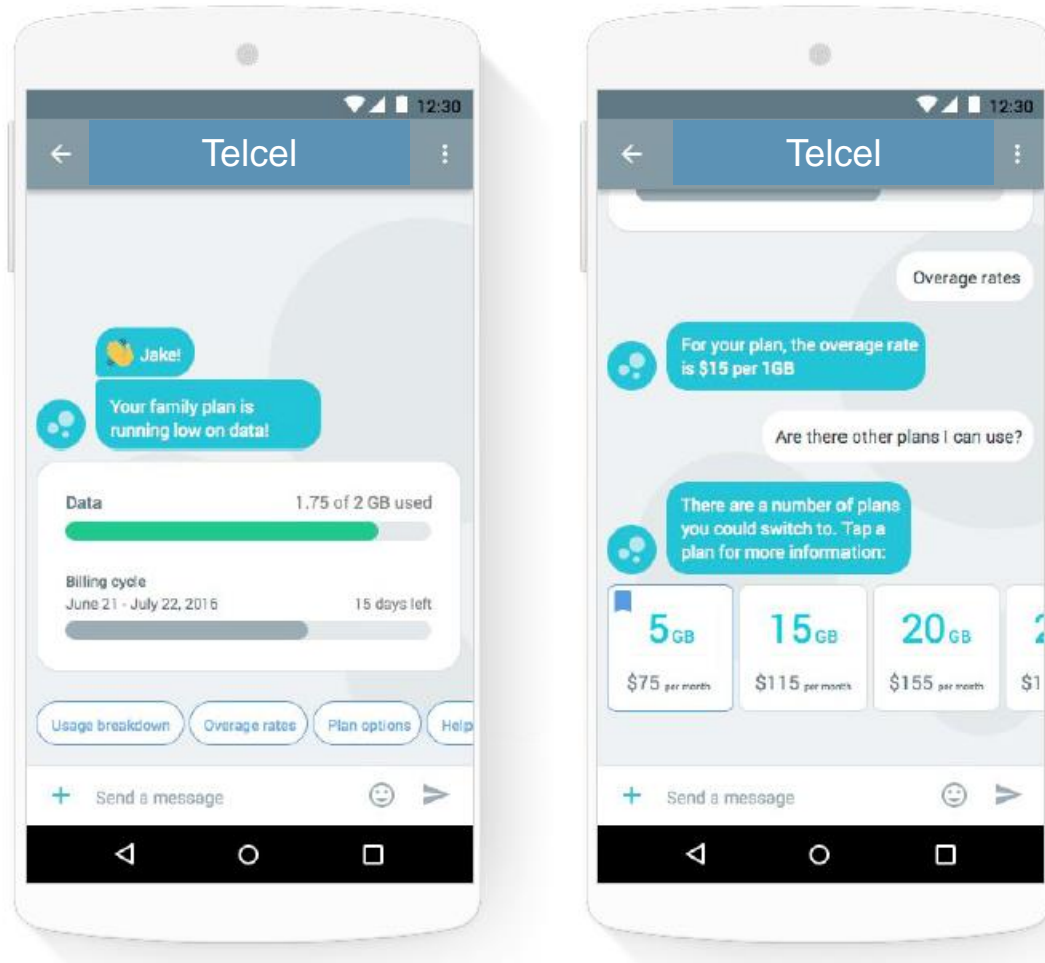


Natural language AI bot in a group

Future BOT as a Service



Conversational Commerce – Starting with our services



Welcome users

- Send timely alerts
- Sell services



Customer Services

- ➔ Send queries through conversational interface
- ➔ Compose request at your convenience



Shopping

- ➔ Purchase goods online
- ➔ Conversation with our agents
- ➔ Initiate payment
- ➔ Track delivery
- ➔ Rate products

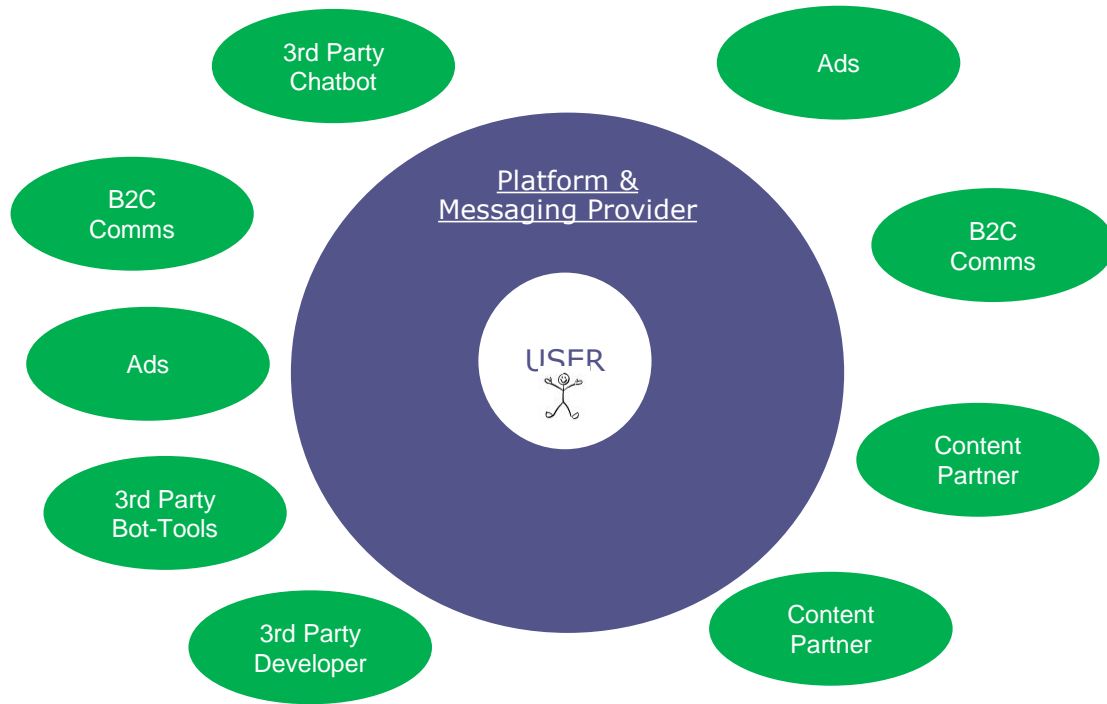
AMX partnership with Google

- America Movil partnered with Google to launch advanced RCS messaging services to subscribers across all its Latin America and USA operations
- In collaboration with Google, alongside device manufacturers and the GSMA, AMX is rolling out RCS messaging in the countries where we operate over time, bringing better messaging
- América Movil will also offer Maap or RCS business messaging.
- MaaP utilises the advanced messaging capability defined in the UP to open up a range of services that enhance the user experience through the use of artificial intelligence, chatbots and plugins.

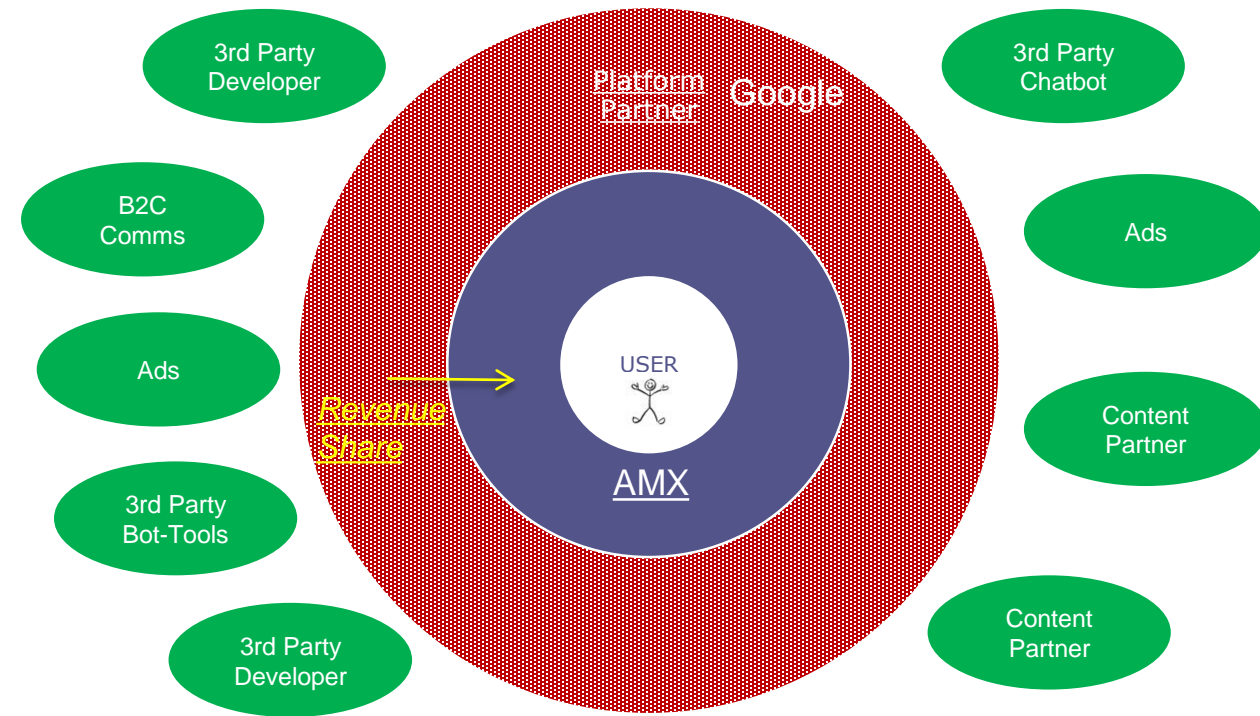


Success via Partners

Proprietary Messaging Platforms
(e.g. Facebook, Wechat, Telegram)



Open global RCS Messaging Platform



Private/Proprietary/Lock: STORE UNDER ACCESS CONTROL - no dissemination of this information outside of America Móvil except per prior written agreement

Interconnection Challenge with the large ecosystem : The problem is not only technical

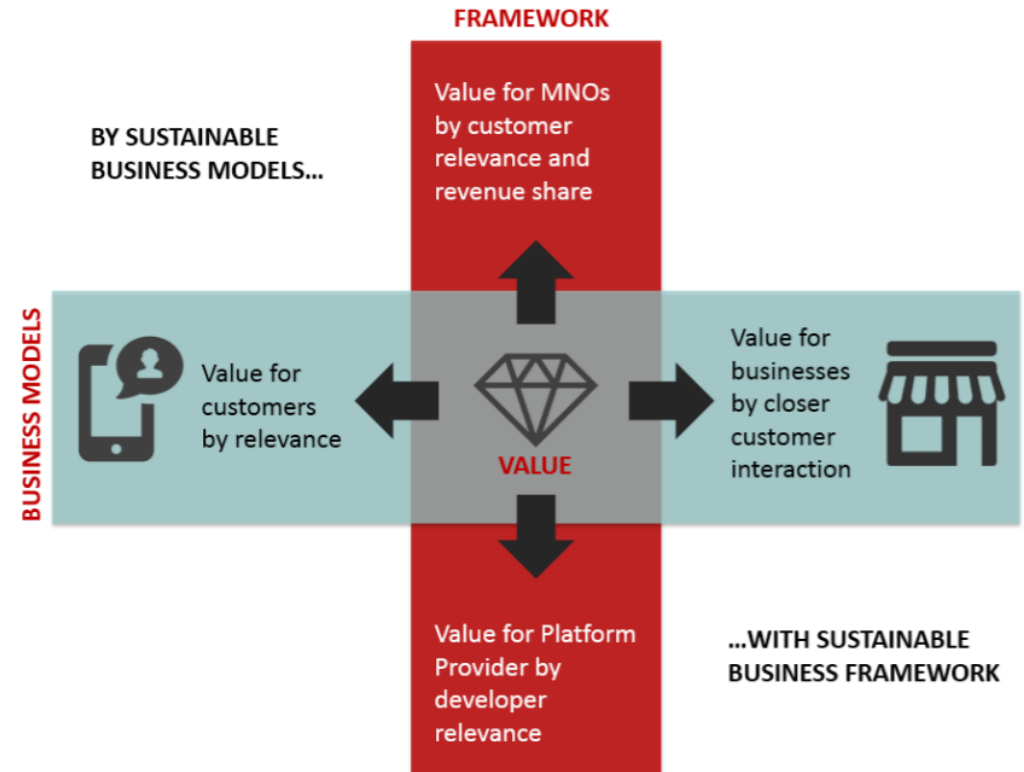


Google advantage

- Standards based ecosystem: works out of the box
- Best technical solution for seamless migration of A2P business
- Global reach through interconnection
- Open standards welcomes new players, foster innovation
- Seamless integration with other operator services
- MNOs deliver trusted relationship, security

Monetization

- Direct and Indirect monetization models
- Both require **interconnection**



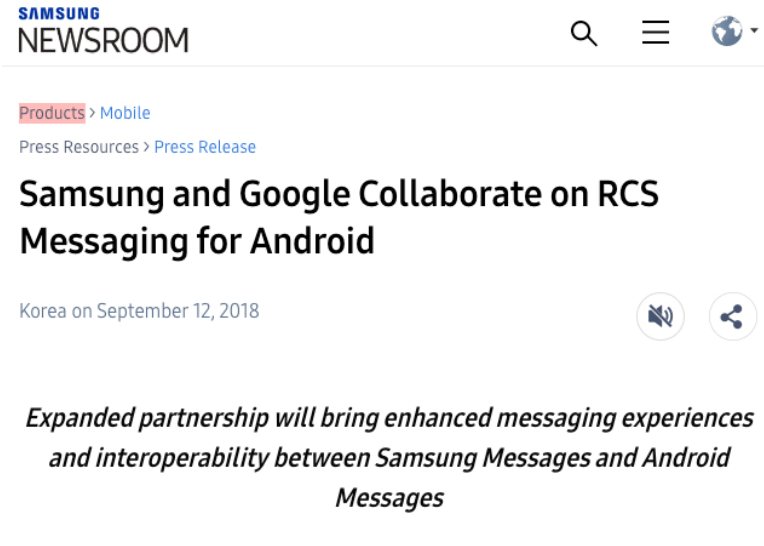
Launching dates

Country	Date of Commercial Launching
Mexico	Nov 2017
USA (TracFone)	Nov 2017
Central America (Costa Rica, El Salvador, Guatemala, Nicaragua, Panama)	Sep 2018
Argentina, Paraguay	Oct 2018
Colombia	Nov 2018
Dominicana	Nov 2018
Chile	Nov 2018
Ecuador, Peru, Puerto Rico, Uruguay	TBA
Brazil	TBA – technically ready

RCS Interconnection

MNO	Interconnection Date
Sprint	OK (12 Feb)
Rogers	OK (12 Feb)
Tracfone	OK (Mar)
Telefónica Spain, Germany, UK	TBA
Vodafone, DT, Orange, Telstra, KDDI	TBA

Samsung/Google collaboration on RCS



SAMSUNG NEWSROOM

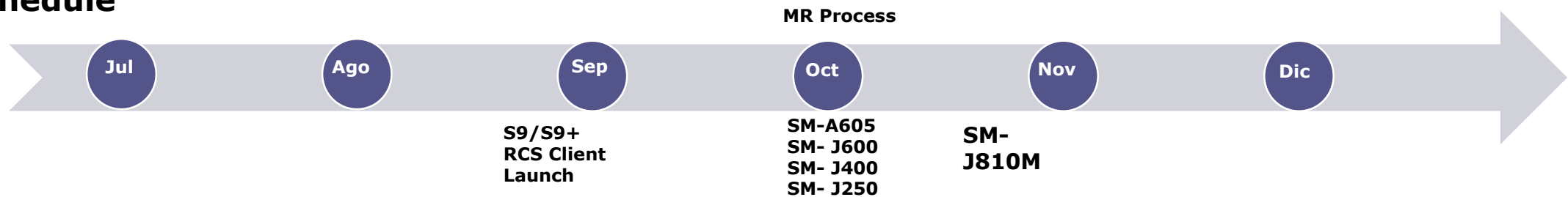
Products > Mobile
Press Resources > Press Release

Samsung and Google Collaborate on RCS Messaging for Android

Korea on September 12, 2018

Expanded partnership will bring enhanced messaging experiences and interoperability between Samsung Messages and Android Messages

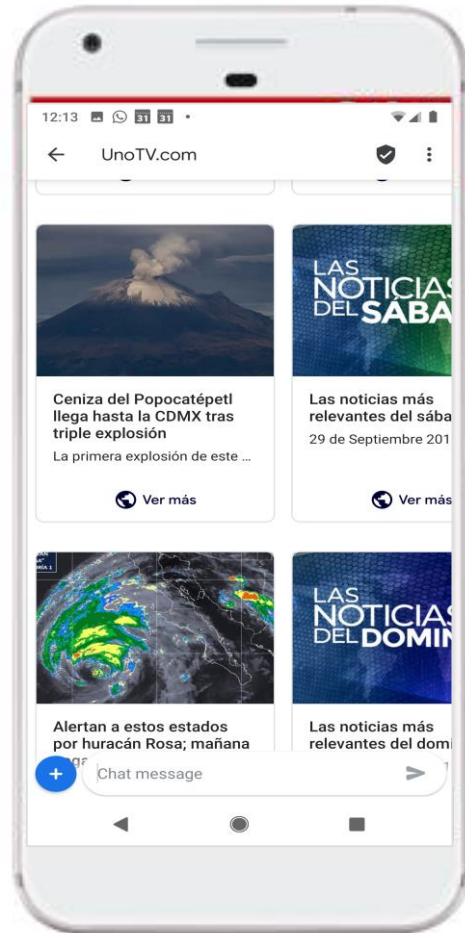
New models schedule



Upgrade Legacy Handsets

- Upgrade Legacy Handsets (on going)
 - Under close cooperation with leading OEMs, tens-of-millions of legacy handsets will be upgraded to enable RCS
 - Huawei has already launched RCS-enabled FOTA, covering several legacy flagship models
 - Xiaomi and Meizu are cooperating to launch FOTA shortly
- New RCS-enabled native devices are rocketing
 - Monthly growth exceeds 100+%
 - HUAWEI: Mate10, Mate10 Pro, Mate10 Porsche, P20, P20 Pro, Honor 10
 - SAMSUNG: S8, S9
 -
- Legacy FOTA will potentially bring up to 40 million devices this year
 - HUAWEI: just launched FOTA (EMUI 8.0/8.1/8.2)
 - Xiaomi and Meizu are preparing
- Invoke-able RCS SDK

Our first A2P Application : UNO TV

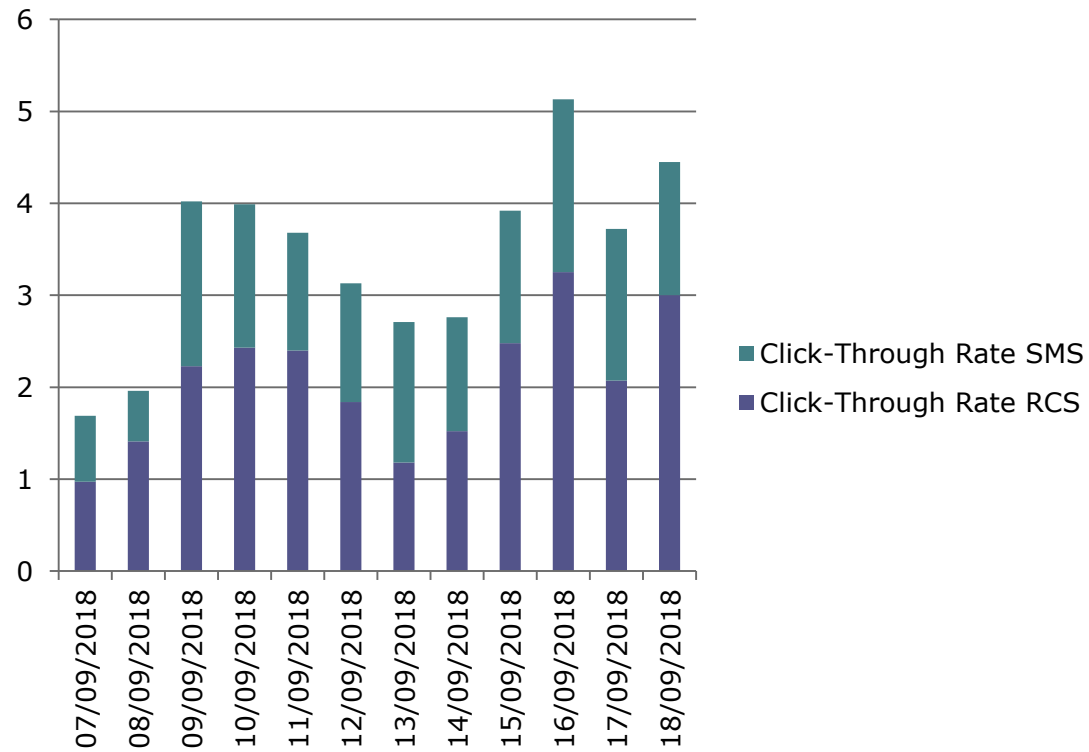


RCS enables a massive improvement in A2P messages

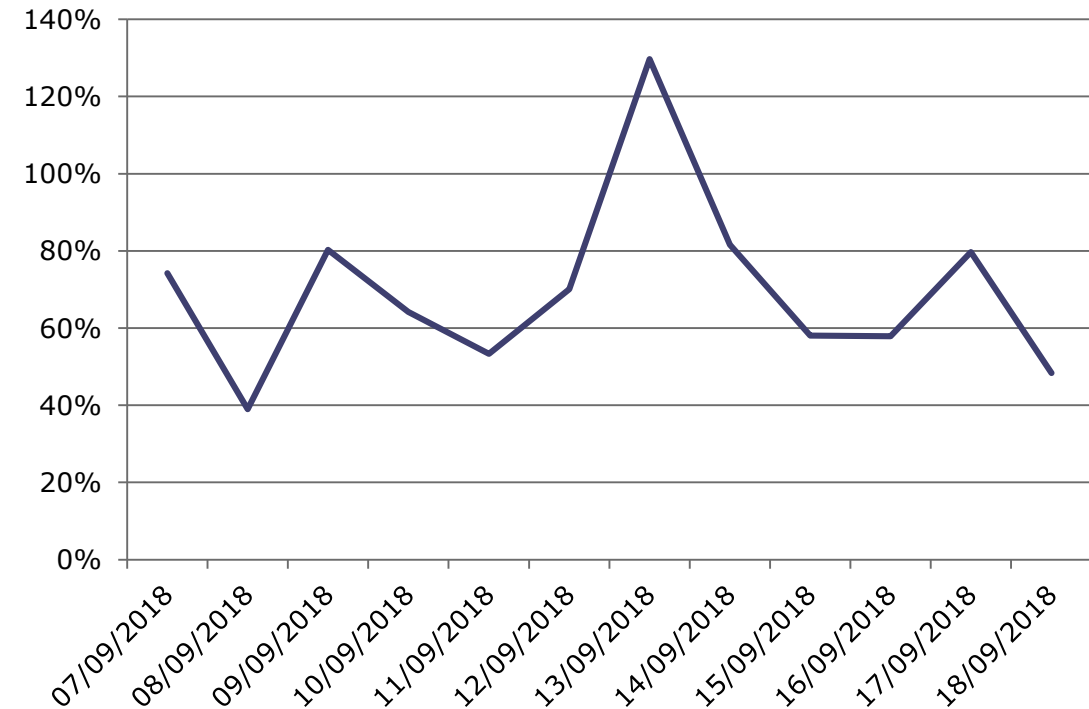
- Integration of graphics and QR codes
- Hot-buttons to websites replacing links
- Executable code embedded in the message enabling customer to take action immediately without going to a website
- Spam protection and privacy control measures to maintain customer trust
- Basis for up-selling A2P SMS now and chatbot platform in the future

A2P messages (UnoTV messages)

When the message was sent through RCS, an increase was noted as shown in the graph Click-Through Rate RCS/SMS



Click-Through Rate RCS/SMS



Results so far

- America Movil choos Google Jibe
- **The business case for AMX is clear and relevant**
- Several technical issues with Google at the beginning and several pending
- Results so far
 - An exponential number of messages P2P, File transfers per day
 - We have launched our first A2P Application: UNO TV

Recomendations

- The best strategy for carriers to succeed in this space is evolution
- Start building on RCS Conversation Platform today
- Messaging as a Platform relies on RCS-enabled users
- Brands and developers require a large reachable user base
- We need to continue accelerating RCS adoption