

RICH COMMUNICATION SERVICES

MAKING RCS A BRAND REALITY: ENGAGE A GLOBAL AUDIENCE

OUR PRESENCE



A2P SMS TIER 1 VENDOR 2018

#1 RATED



#1

QUALITY OF
SERVICE

60% OF WORLD'S MOBILE
PHONES REACHED

200K PLATFORM
ACCOUNTS

400+ OPERATOR
PARTNERSHIPS

190 COUNTRIES
COVERED

50+ OFFICES
WORLDWIDE

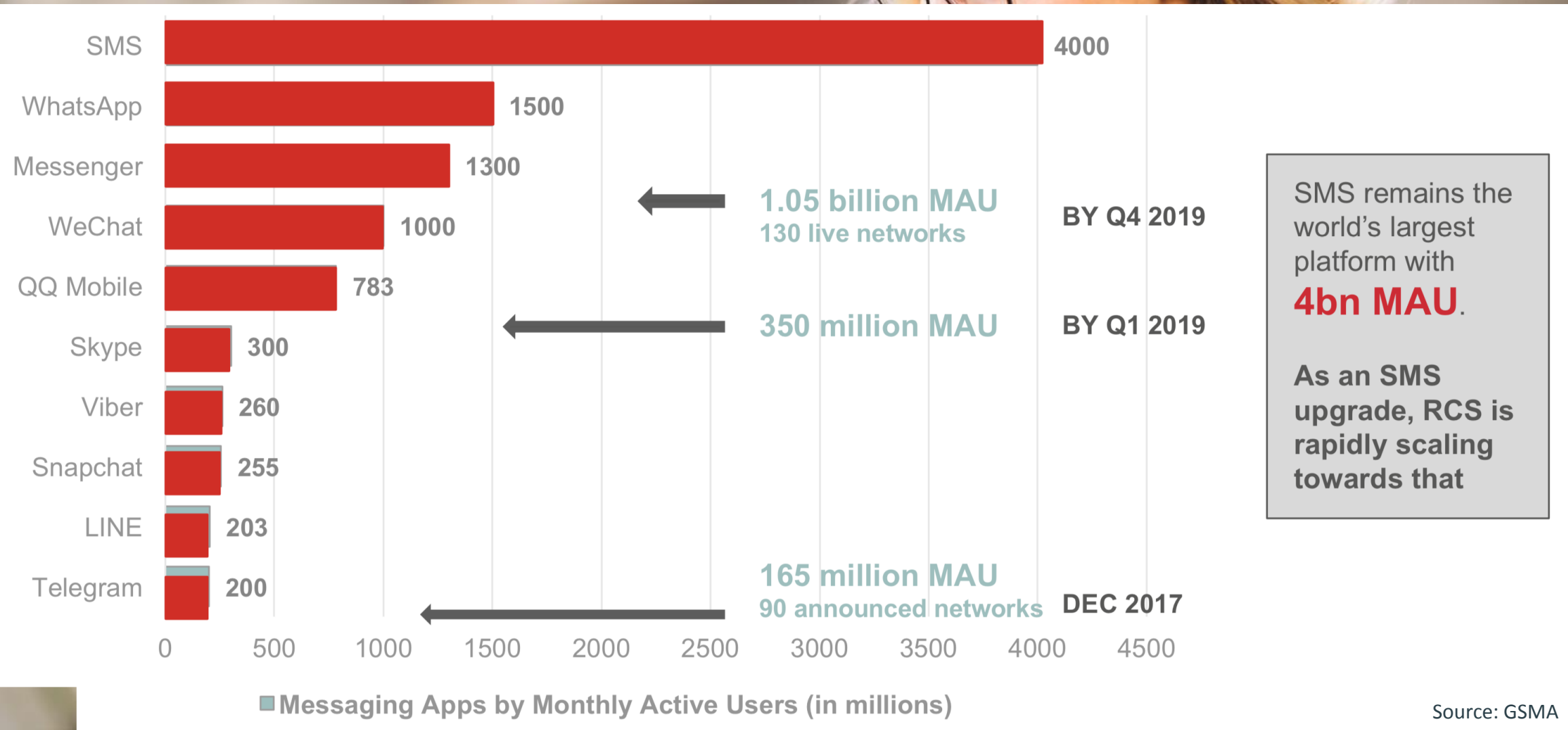
BACK IN TIME



**SMS deployed commercially in
December 1992**

CHANNEL REACH

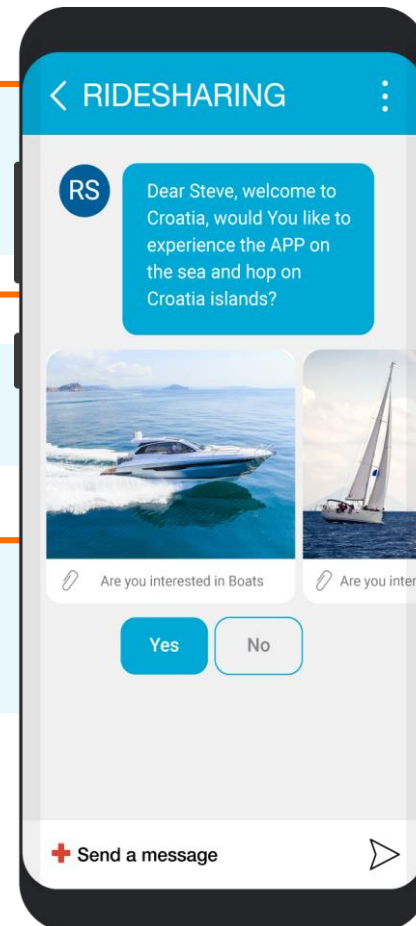
Monthly Active Users*



Branded
conversations

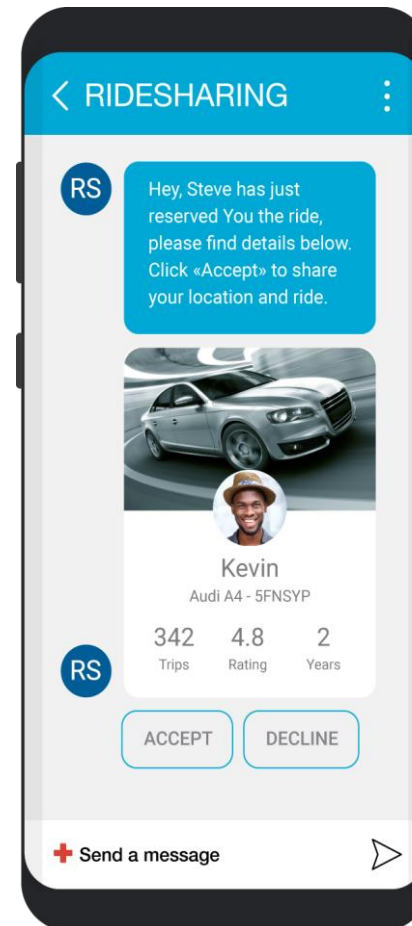
Rich media

Suggested
replies and actions



Send message to
phone number

Verified sender



RCS comes preinstalled on Android smartphones! SMS failover | True metrics

A DECADE OLD INITIATIVE...WHAT'S NEW?

SUPPORTERS OF RCS UNIVERSAL PROFILE

55
Operators



11
OEMs



2
OS Providers



CURRENT RCS NUMBERS

RCS NETWORKS

50+ Launched and announced
RCS networks

ANDROID USERS

2+ bn Active
users

RCS SUBSCRIBERS

157m Monthly active users
of RCS services

BY THE Q4 2019

1b Estimated Active RCS
users

**A2P SMS/RCS business messaging will be
worth \$74 bn by EoY 2021**

Source: GSMA

RCS PILOT WITH VODAFONE

vodafone

- A live, production pilot in the UK, Germany, Spain, South Africa & Italy
- Pilot with UBER
- Showcase at Mobile World Congress 2018





INFOBIP RCS PILOT PROGRAM

MAIN GOAL TODAY:

Raise awareness
and foster adoption

CURRENT COVERAGE

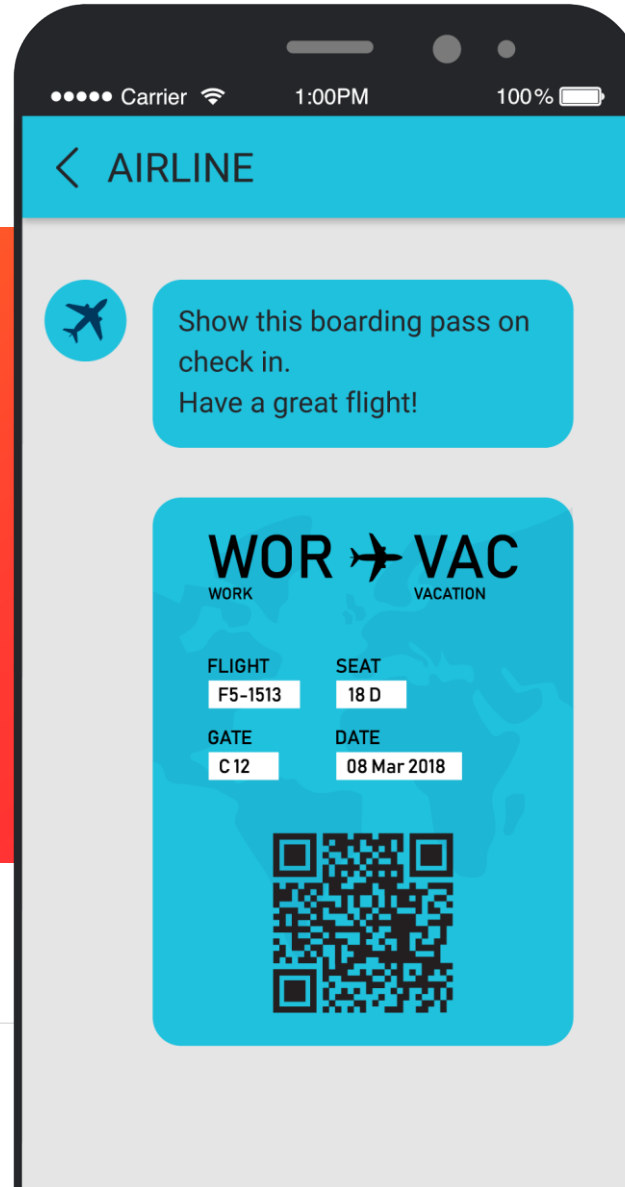
- Google: Sprint US, Bell CA, Telcel MX
 - Vodafone Hub: UK, Spain, Germany, Italy, South Africa
 - Reliance JIO: India
-
- Pilot for three months upon signature
 - Tailored to minimize the efforts for Enterprise dev teams over the usage of Infobip Portal and Omni API
 - Operational and technical support from Infobip team

BECOMING YOUR BRAND REALITY

BRUNING

Provide with any service with:
providing info about:

- Recent ATM locations
- Booking for flights
- Booking for hotels
- Booking for cars
- Booking for trains
- Booking for buses
- Schedule update

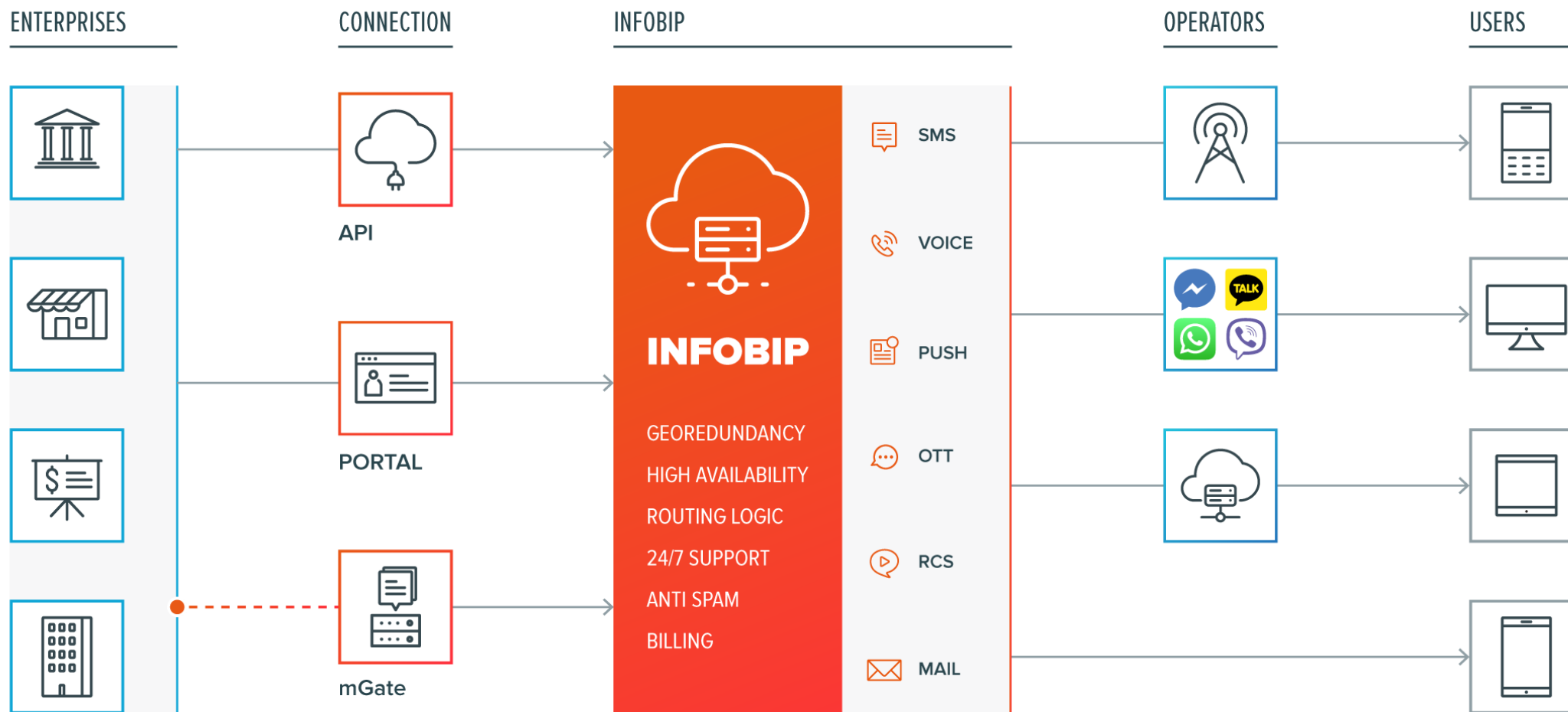


DCB OPPORTUNITY

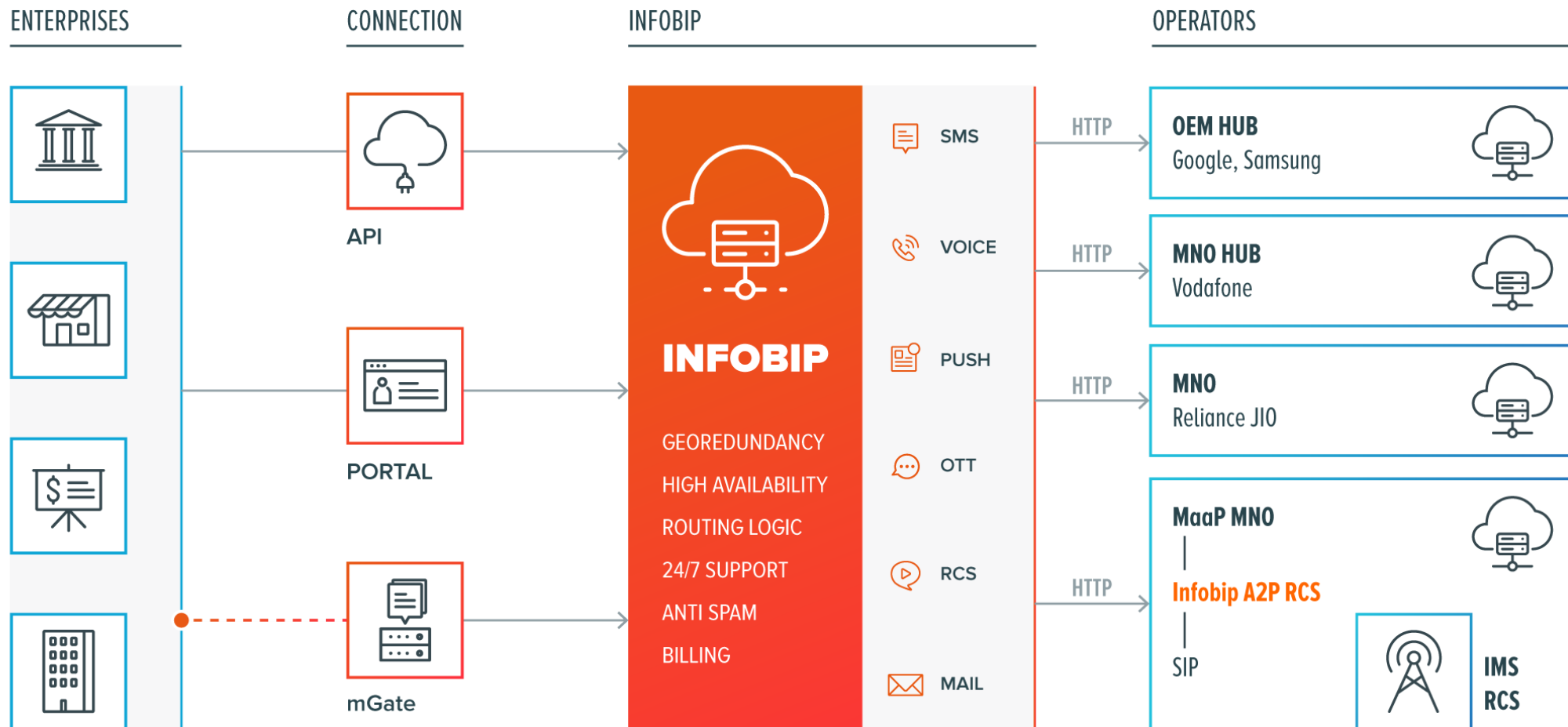


STAYING ON TOP OF THINGS

INFOBIP PLATFORM



INFOBIP RCS POSITIONING



RCS OPPORTUNITY FOR OPERATORS



**Generate new
revenue**



**Protect A2P revenue from
existing SMS**



**Address ChatApps
competition**

PRICING MODELS – NO SINGLE ONE TO RULE THEM ALL

**Successfully submitted
message**

Successfully delivered message



**Conversation based (or
session based)**

Monthly active users

THANK YOU!

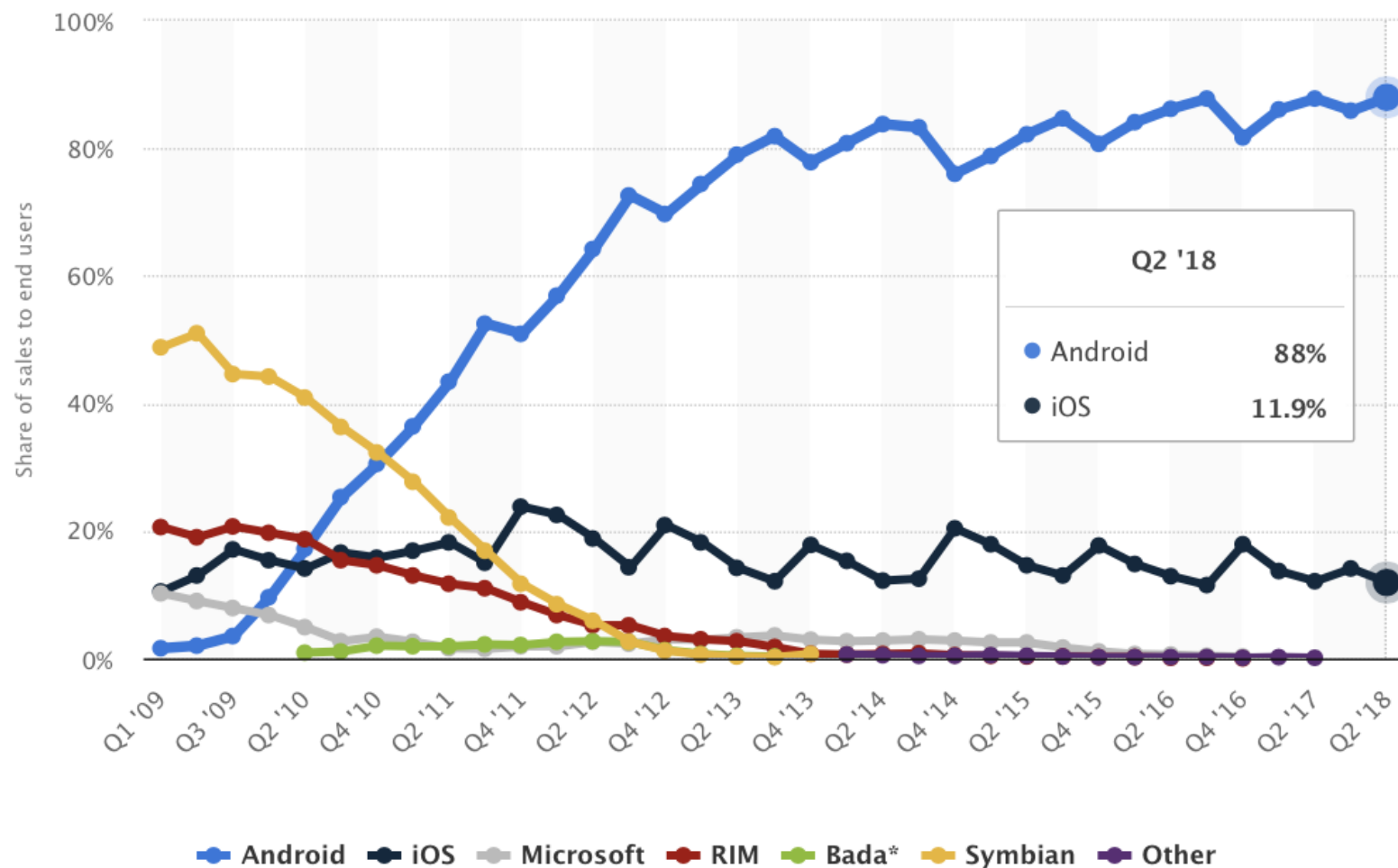
QUESTIONS?

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BACK UP

RCS: SECOND MOST UBIQUITOUS CHANNEL?



Android reached 88% global market share end of Q2 2018

Source: Statista