

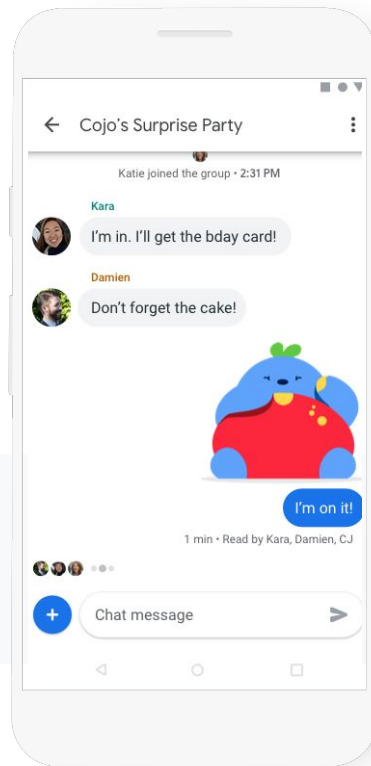


RCS Business Messaging What's Next?

September 5, 2019

GSMA RCS Business Messaging Lab #26 - Philippines

Google



RCS Momentum is Accelerating



Android Messages

Continued robust growth

All [A2P 2.0](#) capable

Rapid Iteration: [12 releases](#) per year



Jibe Cloud

Live with [45 carriers](#) in [34 countries](#)

On [Google infrastructure](#) (highly scalable and geo-redundant)



Jibe Hub

[Live](#) in North America, APAC and Europe

Evolving to single [global hub](#) for all Jibe-connected MNOs in 2019



RBM

[200+](#) channel partners

Live in North America with [60+](#) launched brand campaigns in US, Canada and Mexico

Launched in EMEA and coming to APAC soon

We've built **strong partnerships** with global operators to launch RCS



- 200M+** monthly active users today
- 4.2★** user rating on Play Store
- 2x** growth over last 12 months
- 200+** carriers tested & approved/endorsed
- Largest** commercialized RCS application globally

.... and we are **connecting users to businesses** to enable monetization

Trusted Branding
With name and logo

Richer Media
Images, videos,
& GIFs in any color

Time-Saving Actions

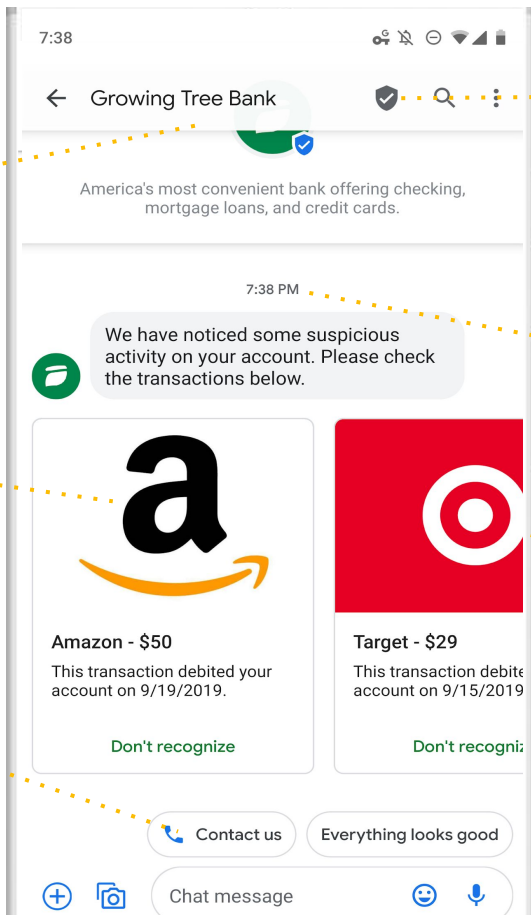
Suggested Actions for URL, Map,
Calendar, & Dialer

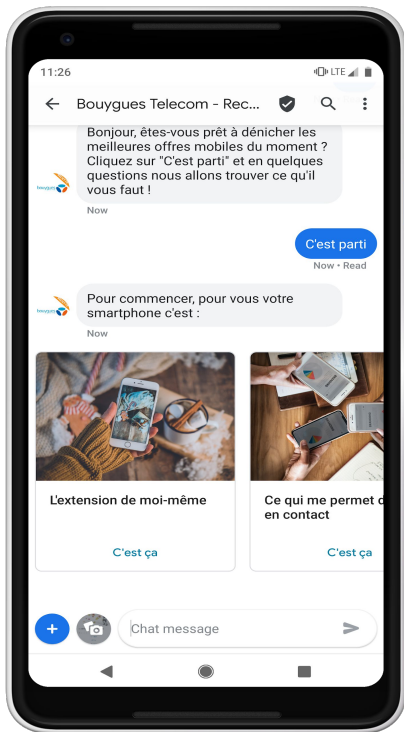
Customer Safety
& Peace of Mind
With Verified sender
information

Better Metrics
More Data including handset
based DLRs & read receipts

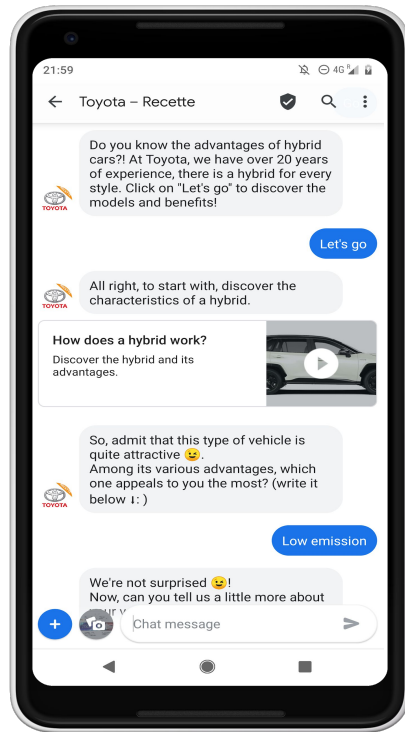
Easy-to-Use Rich Cards
Tools for creating visually
compelling cards and carousels

Ease for Replying
Suggested Replies
Customized by brands

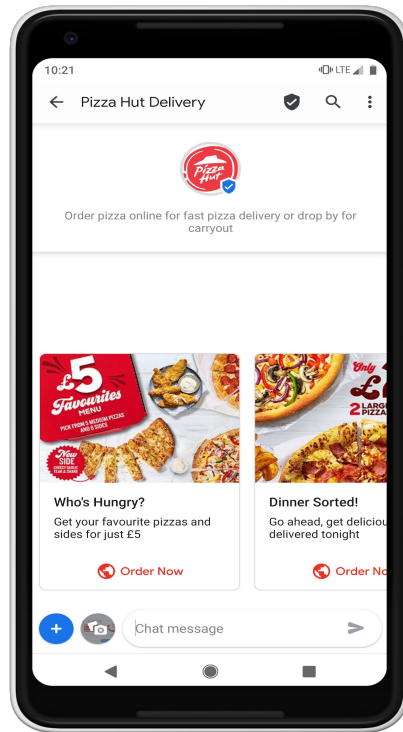




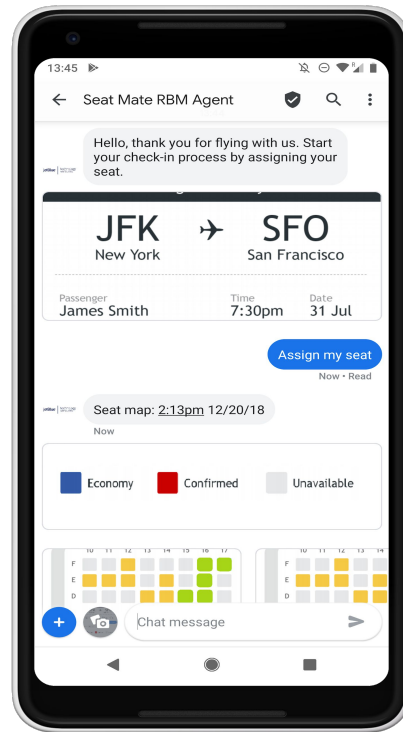
Bouygues Telecom



Toyota



Pizza Hut
Delivery



SeatMate
(Jet Blue)

We'll move faster...



Thank you!