



CORRECTING THE MISTAKES OF THE PAST

MAVEN RCS WAS MADE FOR CARRIERS

Presented by Eddie DeCurtis, Vice President of Network Distribution, LivePerson



Our mission is to
make life easier by
transforming how
people communicate
with brands



20 YEARS INNOVATING BRAND-TO-CONSUMER CONNECTIONS



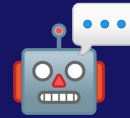
1997

LivePerson invented
web chat for
customer service



2000

LivePerson goes
public on NASDAQ:
LPSN`



2016

Launches LiveEngage
messaging & bot
platform

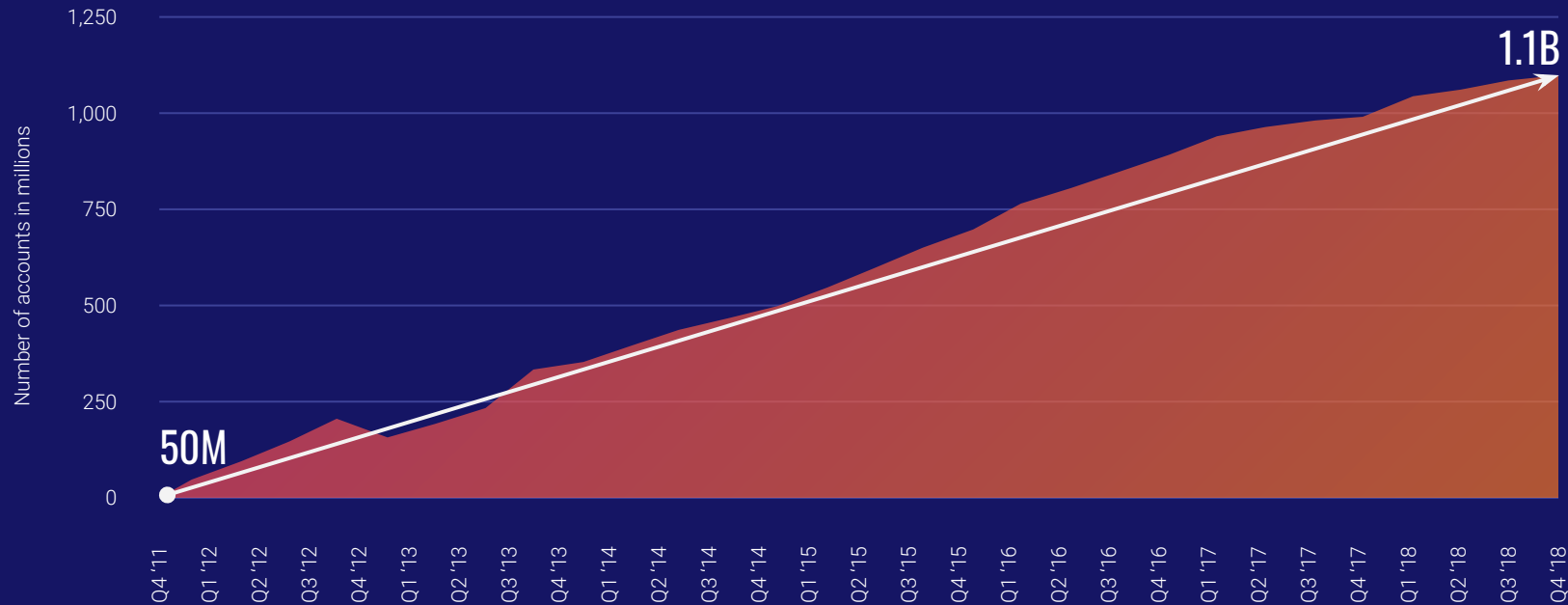


2019

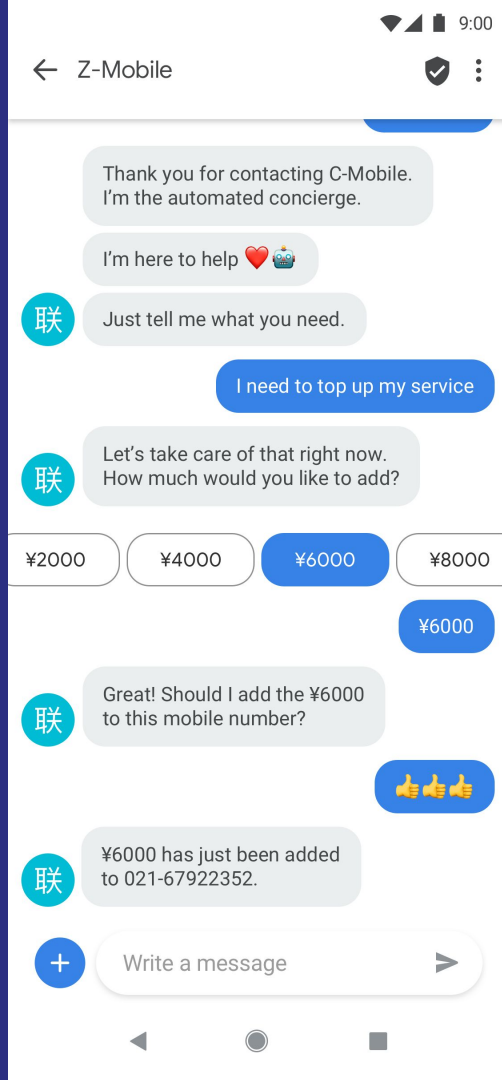
Launches Maven
RCS

MESSAGING IS THE CONSUMERS' CHANNEL OF CHOICE

1,900% growth in WeChat users over 7 years 



Source: Statista 2019



Apple Business Chat



Amazon Alexa



Google AdLingo



Google Home



RCS



In-app messaging



Instagram



Line



Messenger



SMS



WeChat



WhatsApp

RCS IS THE FUTURE



\$74.5B

RCS APPLICATION TO PERSON
MESSAGING BUSINESS VALUE BY 2021

Source: GSMA



20X

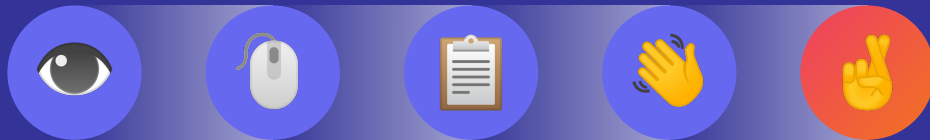
HIGHER CUSTOMER ENGAGEMENT IN
RCS COMPARED TO SMS

Source: Mobilesquared

CONVERSATIONS BOOST CONVERSION RATES



17%
CONVERSATIONAL INTENT



0.35%
IMPRESSION TO CLICK

Source: 2018 PPC Benchmark Report

A NEW THE WORLD FOR CURRENT UNIVERSE CARRIERS





\$0.06 AVG.

A2P PRICING

Outbound only

MESSAGING PRICING RANGE

\$0.02 — \$0.10



\$1.80 AVG.

LIVEPERSON PRICING

Inbound and outbound

CONVERSATIONAL PRICING RANGE

\$1.00 — \$50.00

MAVEN RCS STRUCTURE



CONNECTING TO THE CONVERSATIONAL NETWORK



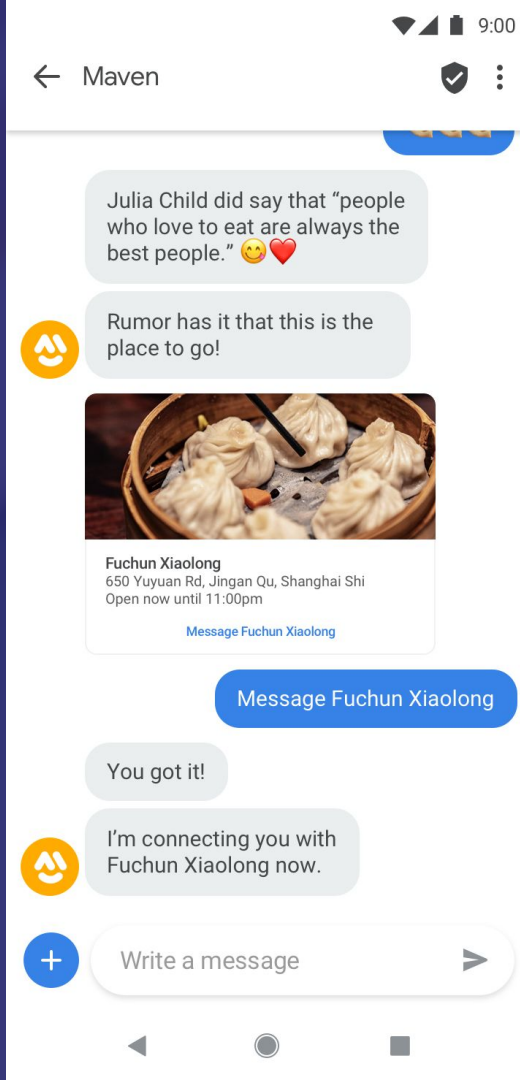
Carriers

MAVEN CONNECTS **ALL
CARRIERS** AND THEIR
SUBSCRIBERS TO
BRANDS AND EXPERTS

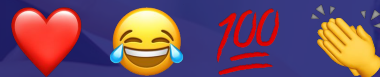


Maven





WE HAVE CREATED AN ENHANCED CONSUMER EXPERIENCE



MAVEN MATCHES INTENTS TO FULFILLMENTS

Influencers



Tiger Woods

First-hand golfing tips and tricks from one of the greatest players in the history of the sport 🏌️

[Message Tiger](#)

I need a crash course on golf for a client outing tomorrow morning



Brands



2019 Acura MDX

A third-row luxury SUV with advanced safety features, superior performance and comfort 🚗

[Message Acura](#)

I'm looking for a super safe third-row SUV for my growing family



Experts



Tina Chen

I am a total foodie and have tried close to every restaurant in the area!!!! Ask me about food 🍴

[Message Tina](#)

I need recommendations for a dinner date tonight—something fancy please



Customer care



Add mobile service in a pinch

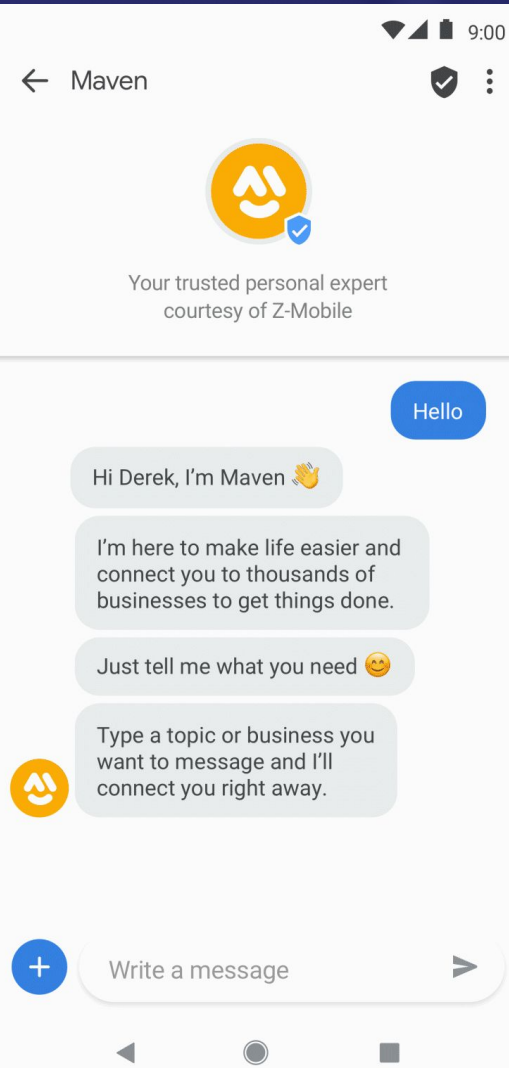
Running low on service? No need to head to the store. Just message us to add service 📶

[Message C-Mobile](#)

I need to add service to my phone ASAP—it's my Grandma's birthday!



MAVEN CONNECTS TO BRANDS



MAVEN CONNECTS TO INFLUENCERS



← Maven



Your trusted personal expert
courtesy of Z-Mobile

Hi there

Hi Rachel, I'm Maven 🙌

I'm here to make life easier and
connect you to thousands of
businesses to get things done.

Just tell me what you need 😊

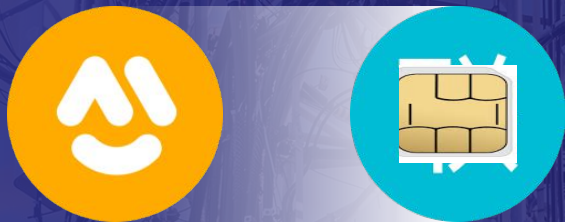
Type a topic or business you
want to message and I'll
connect you right away.



Write a message



MAVEN CONNECTS BACK TO YOU



← Maven



Your trusted personal expert
courtesy of Z-Mobile

Hey

Hi Josh, I'm Maven 🙌

I'm here to make life easier and
connect you to thousands of
businesses to get things done.

Just tell me what you need 😊

Type a topic or business you
want to message and I'll
connect you right away.



Write a message



I want to plan a trip to New York in May 2020 🚗

I want about a dozen soup dumplings 🥟

I want my selfies to look more fabulous 😁

I need financial advice for my son 🏦

I desperately need new golf clubs by next week 🏌️

I need a sparkly red dress for New Years 🐼



BOTS



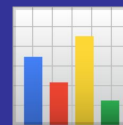
Conversation
Builder

BOTS + HUMANS



Conversation
Manager

HUMANS



Conversation
Intelligence



Maven AI

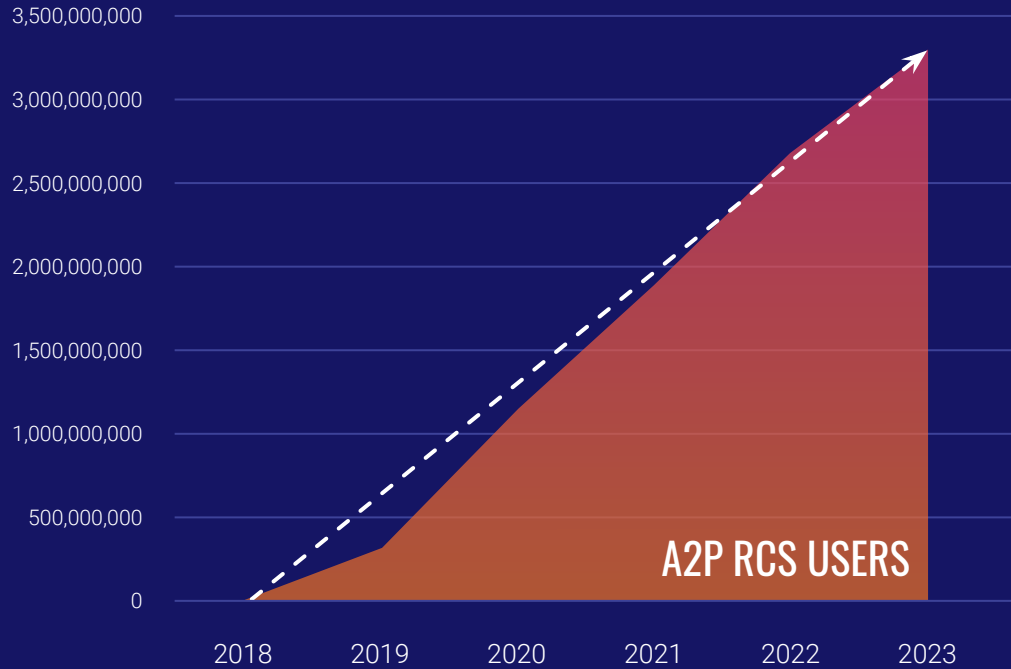
LIVEPERSON'S NETWORK

20,000

BRANDS ACROSS THE GLOBE

250+

LARGE SCALE ENTERPRISES



LIVEPERSON COULD
GENERATE REVENUES
FOR MOBILE
OPERATORS OF
US \$690M BY 2022
ACROSS COUNTLESS
MARKETS OVER RCS





CORRECTING THE MISTAKES OF THE PAST

MAVEN RCS WAS MADE FOR CARRIERS

Presented by Eddie DeCurtis, Vice President of Network Distribution, LivePerson