

Launching RCS in Nigeria

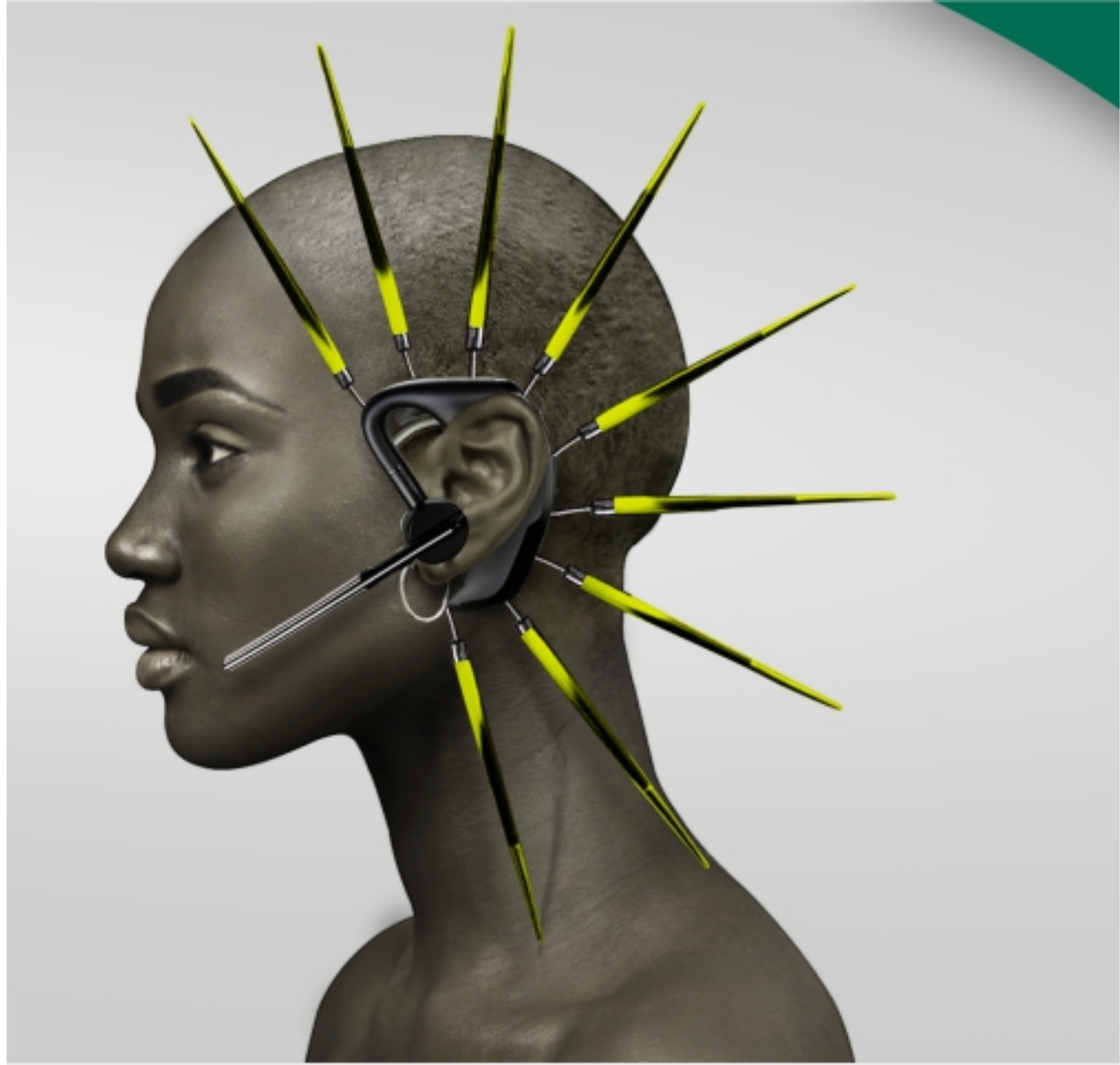
The 9Mobile Story

Presented by Bola Afuye, Head, Digital Services

And we are live!!!

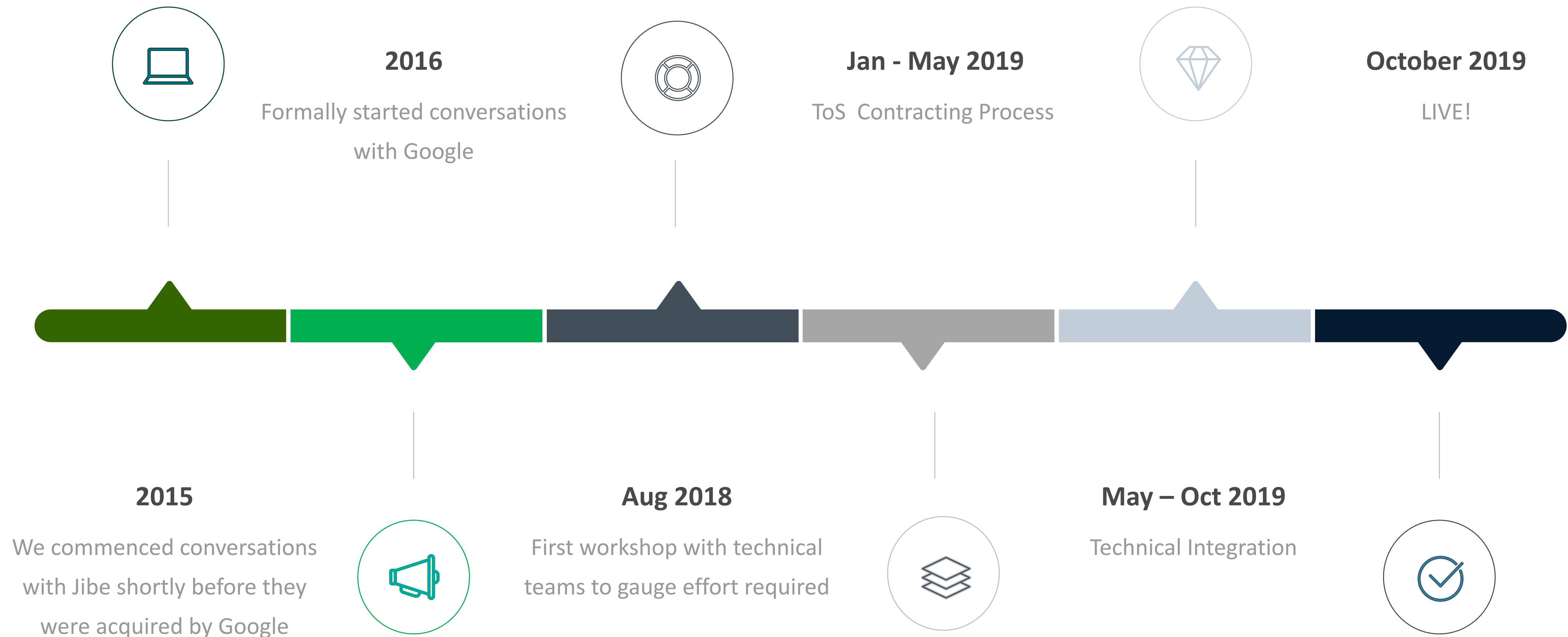
We eventually switched on RCS
on the network, 4years after we
agreed it was a good idea!

- 25% active 'messages' penetration
- Very careful thought currently being
given to how to scale
- Expect to be at 1m by the end of the
year....



Launching RCS took a long time!

Our Journey to launch...



We literally went through the 5 stages of grief!

Getting the necessary Organizational support took effort



Denial

P2P SMS Revenues were just fine! Yes, we are taking a hit from OTT players, but we were resilient after all!



Anger

These OTT players are the enemy! They should be regulated! Why on earth would you want to partner??



Bargaining

Maybe there is value in partnership! We should join forces to defeat WhatsApp...



Skepticism

Why is it taking so long?
Do they really need us?
Can we go it alone? What if it doesn't work?



Excitement

We are live!! Phew!!
Now, where is the money???

Launching RCS took a lot of patience and education!

Looking forward...

We're really excited about the future

1

ENHANCING P2P SMS

We're excited about the prospects of our users being able to enjoy of the enhanced and rich features of messaging. Initial feedback has been very positive too!

2

BUSINESS MESSAGING

We have a very successful A2P business and see business messaging as a natural way to enhancing this! Brands are already very conversant with using A2P and its reach and we expect to see strong benefits.

3

PARTNERSHIPS

We're big on Partnerships anyway, and see this as a new way of growing along side our RCS partners most of whom are already valued A2P partners.


Looking forward to Business Messaging...

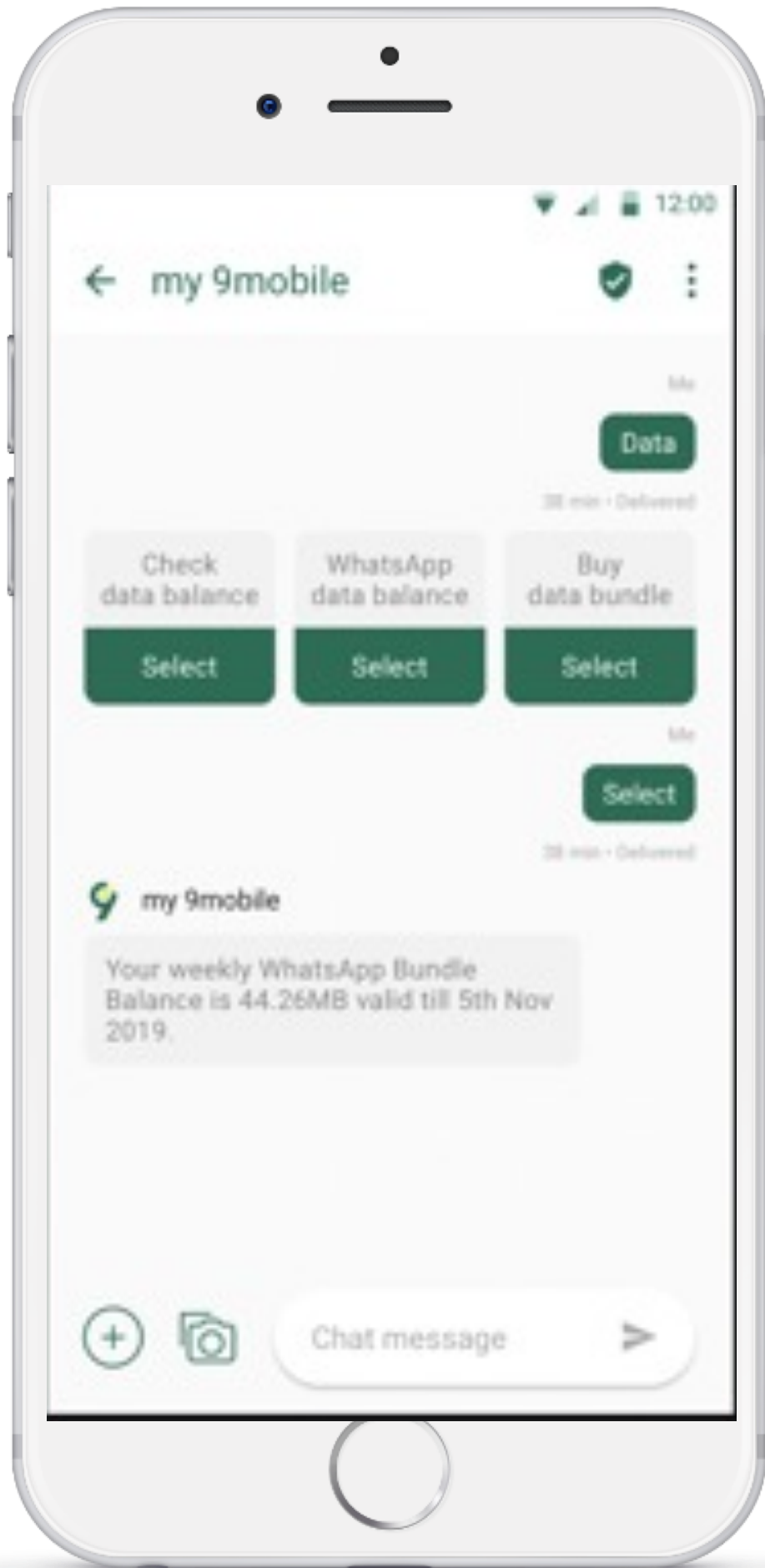
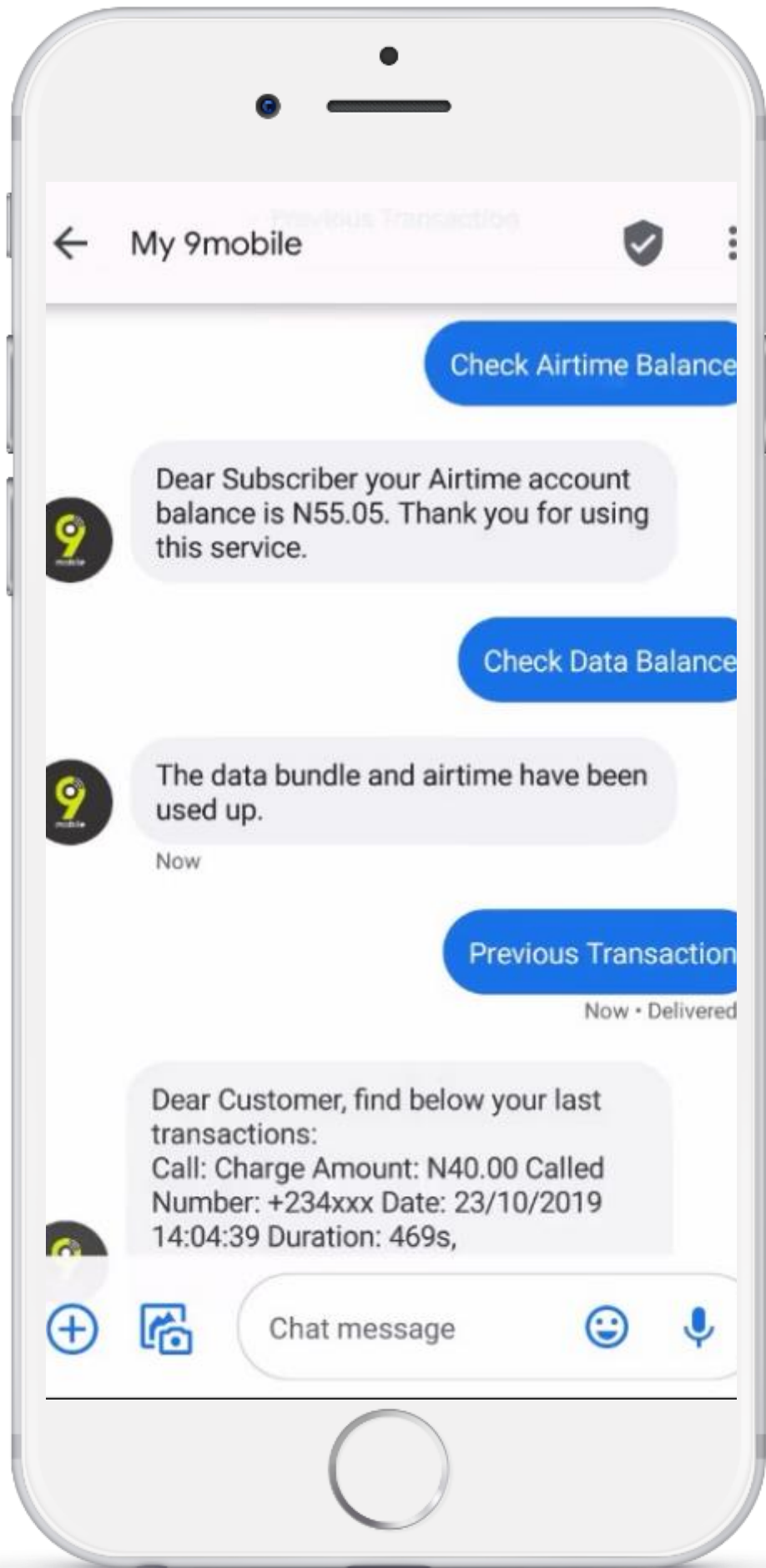
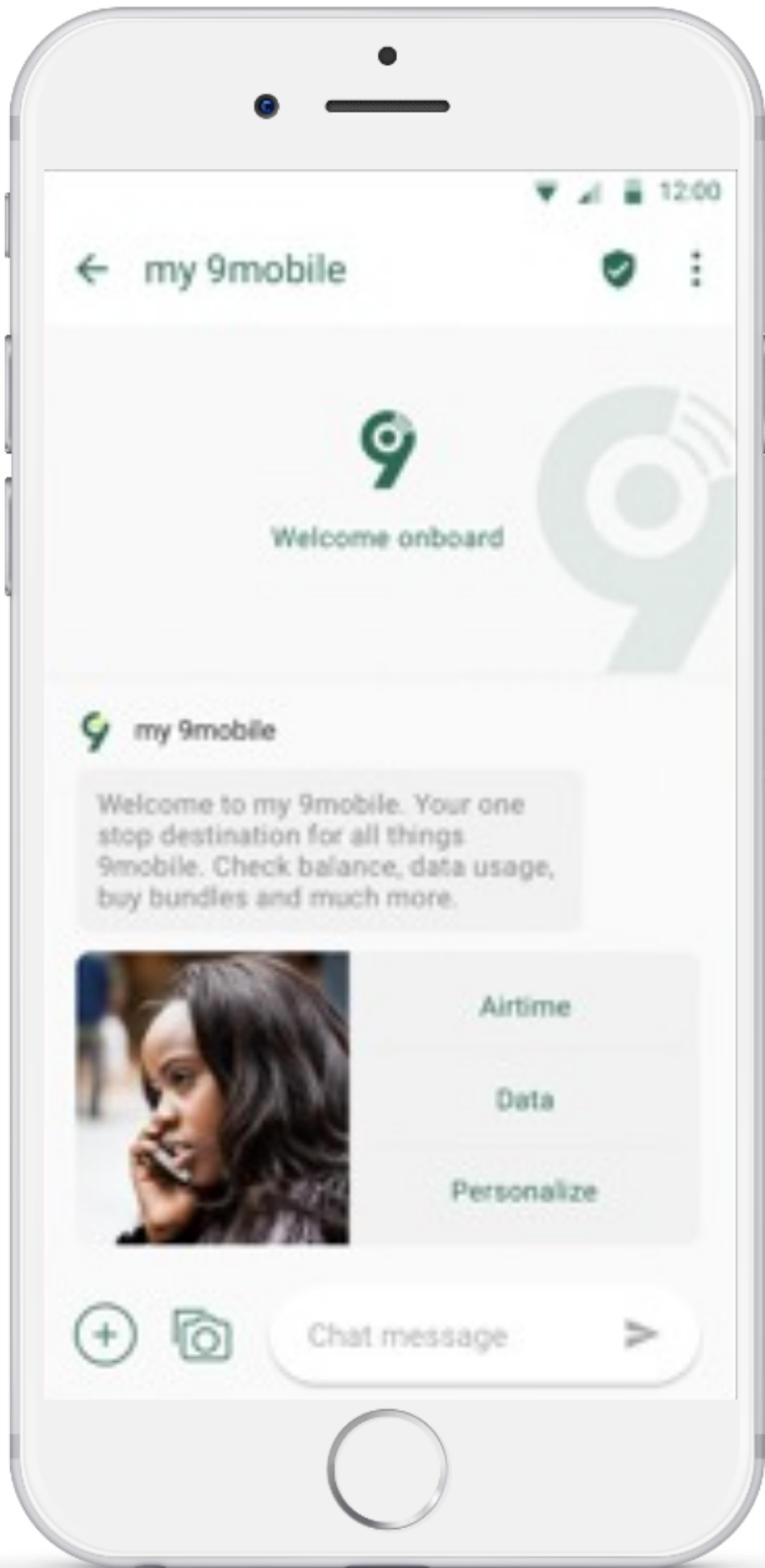
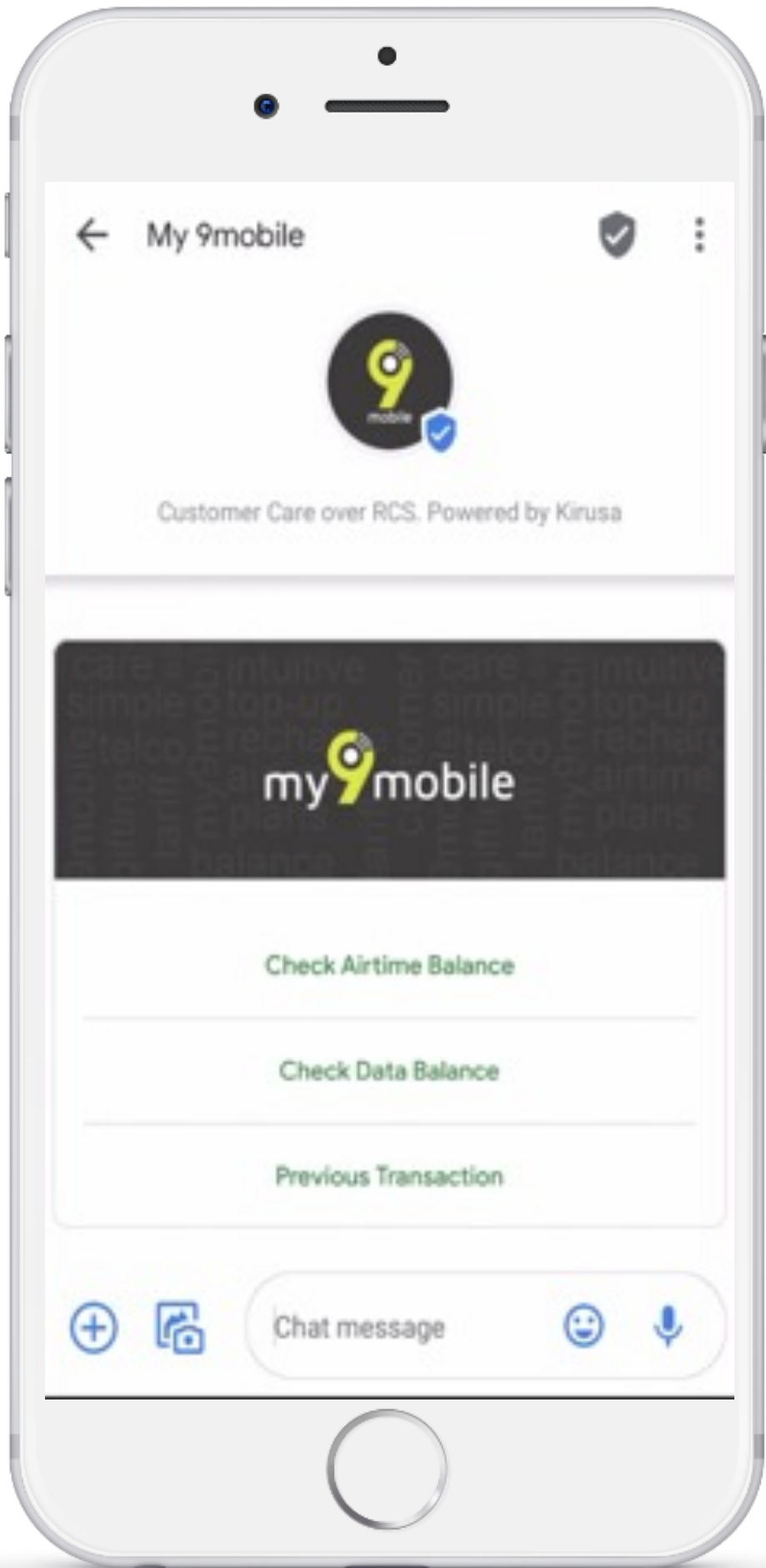
Still a few kinks to iron out...

1. Cannibalization of A2P still a fear, so getting pricing right on RBM is absolutely critical
 - i. How to price Local vs. International?
 - ii. What should local payment currency be?
 - iii. How should conversations be priced?
 - iv. Recurring fees?
 - v. What should the approach on OTP messages be?
 - vi. How should we deal with promotional messages and the risk of SPAM?
2. How can we optimize on-boarding process for new users?

We are proposing to allow potential RBM partners try the service out for free on 9Mobile until the end of Q1 next year!

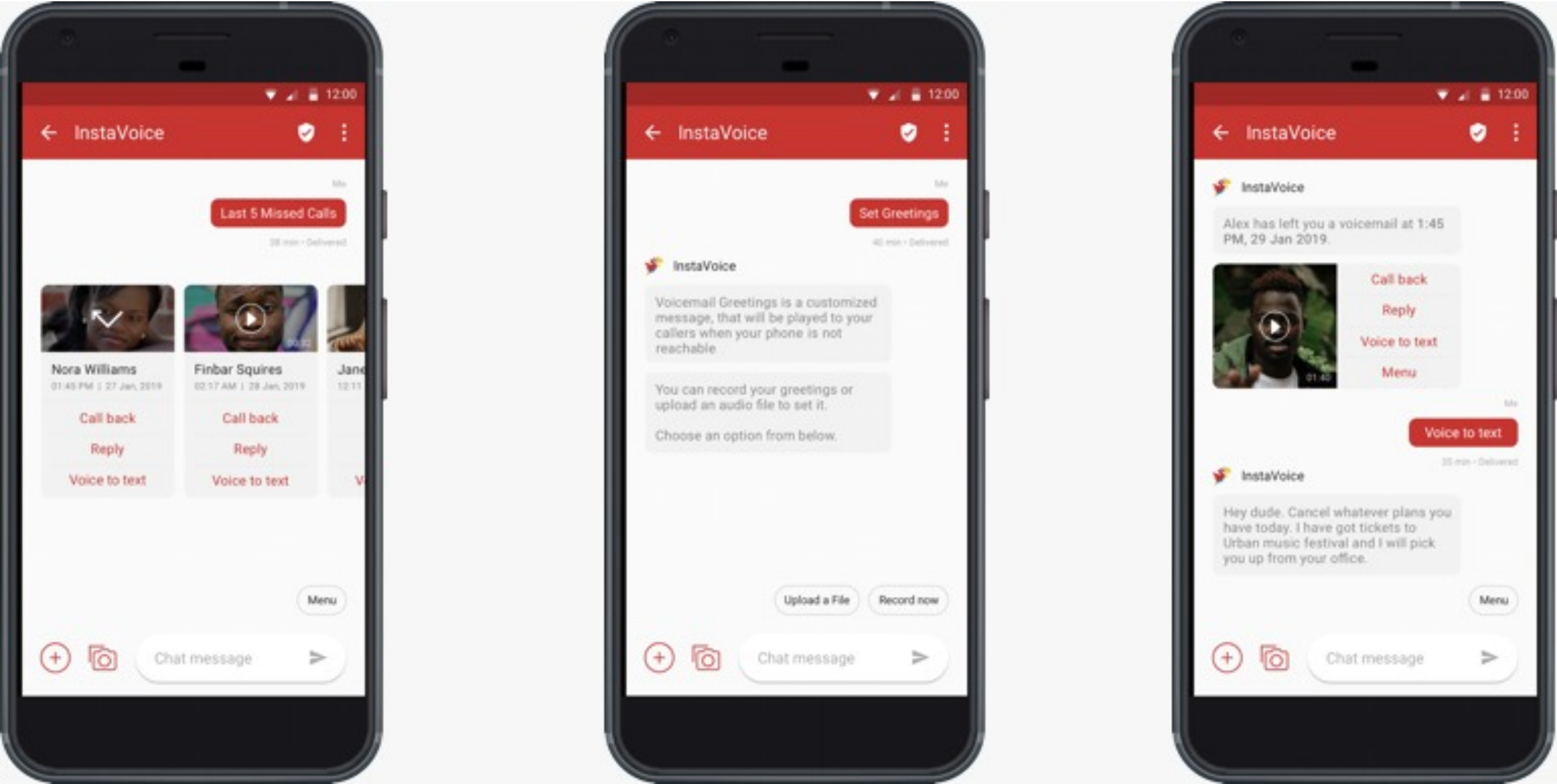
We've designed a 9Mobile RCS Bot to help users understand what is possible

In partnership with 



Kirusa have also helped implement one of our services in RCS...

In partnership with 





Questions?