

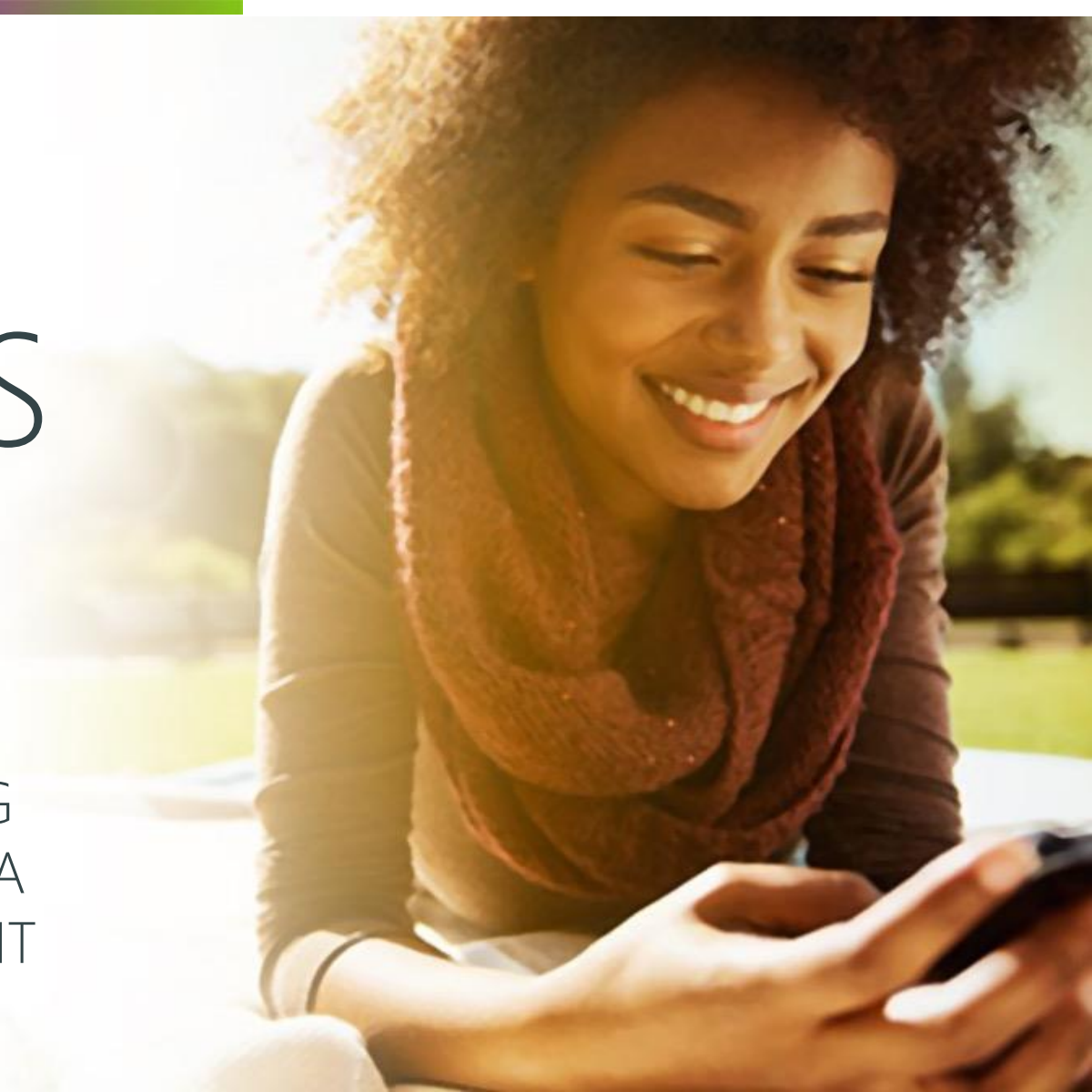
HARNESSING THE POWER OF RCS

A Turnkey Monetization Engine for Operators
November 2019

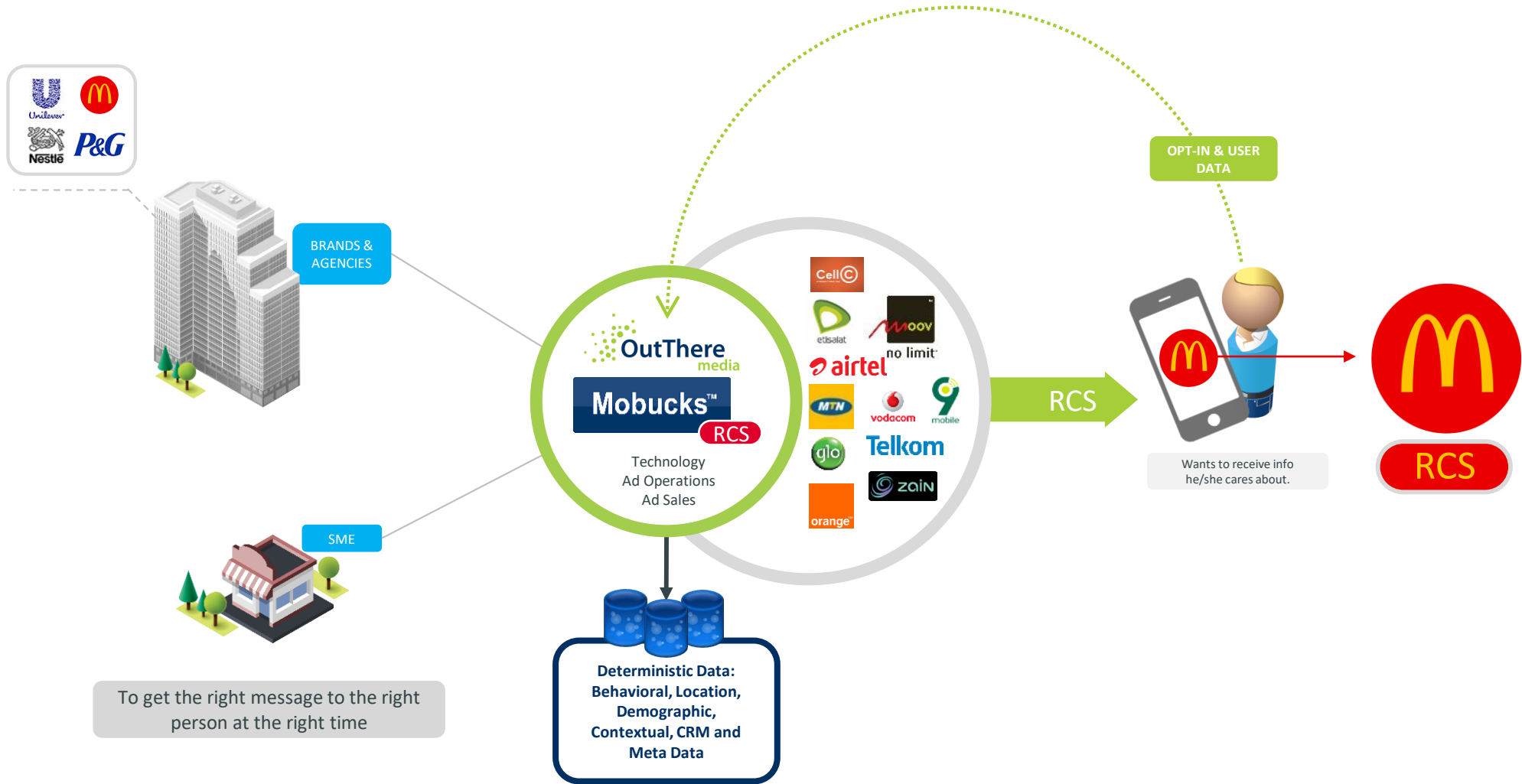


WE BRING PEOPLE TO BRANDS

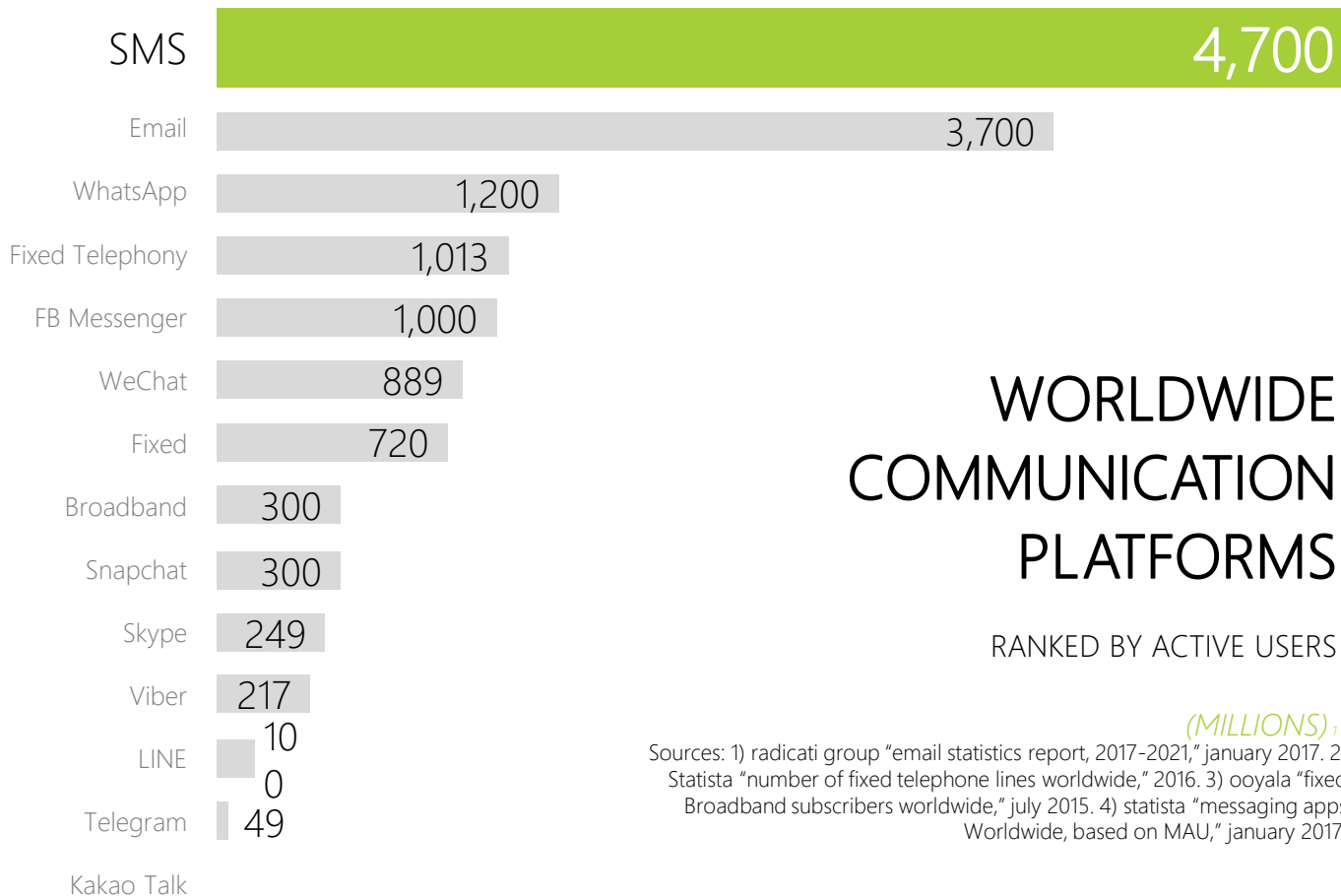
WE TRANSFORM ADVERTISING
THROUGH TECHNOLOGY, DATA
AND DEEP CONSUMER INSIGHT



RCS ECOSYSTEM



SMS: THE LARGEST MESSAGING PLATFORM IN THE WORLD



WORLDWIDE COMMUNICATION PLATFORMS

RANKED BY ACTIVE USERS

(MILLIONS),

Sources: 1) radicati group "email statistics report, 2017-2021," january 2017. 2) Statista "number of fixed telephone lines worldwide," 2016. 3) ooyala "fixed Broadband subscribers worldwide," july 2015. 4) statista "messaging apps Worldwide, based on MAU," january 2017.



5B
Users

90%
Opened 3
minutes

98%
Read rate



One-to-one



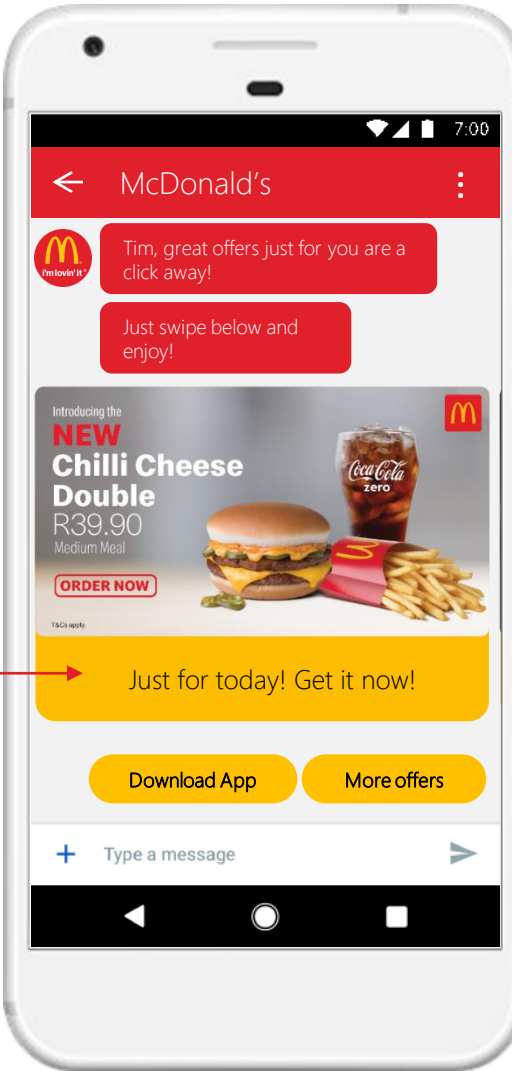
Highest Daily
Active Users

WHAT BRANDS WANT

WHAT BRANDS WANT: NEW OFFERS WITH CALL TO ACTION

Branding

Call to
action

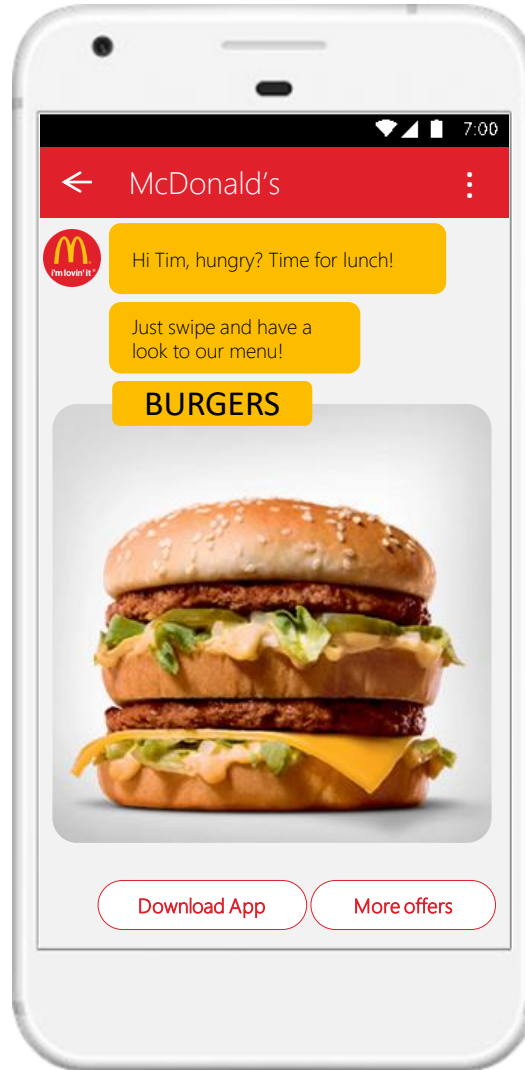


Verified Sender

Suggested Actions

WHAT BRANDS WANT: FULL MENU CAROUSEL

Interactive carousel



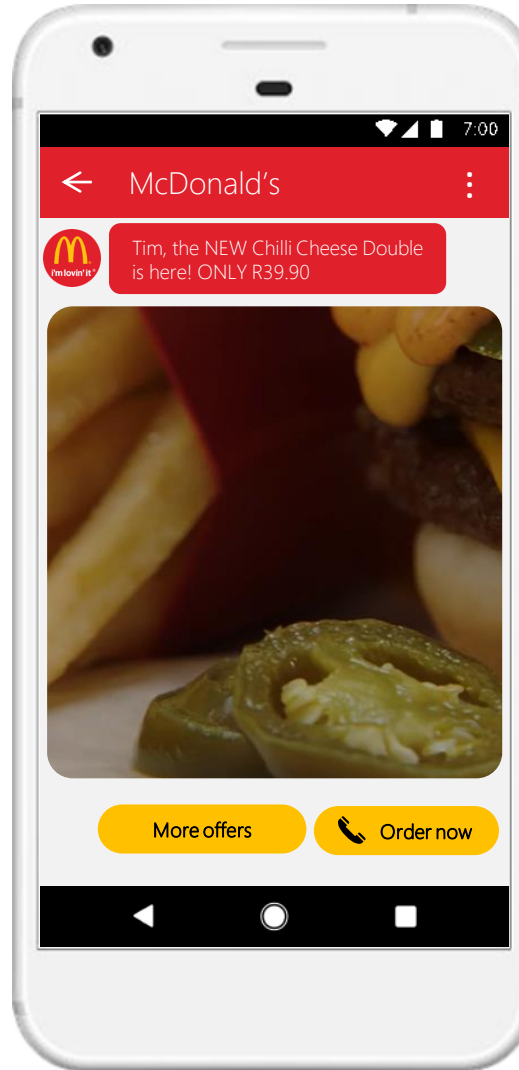
WHAT BRANDS WANT: VIDEO

Branding

Rich Media

Verified Sender

Suggested Actions



GROUNDDBREAKING FIRST RESULTS

WITH RCS

IN SOUTH AFRICA WITH

DISNEY & McDONALDS

VIA VODAFONE/VODACOM

DISNEY "THE LION KING" RCS CAMPAIGN CASE VIDEO

by Out There Media and Vodafone

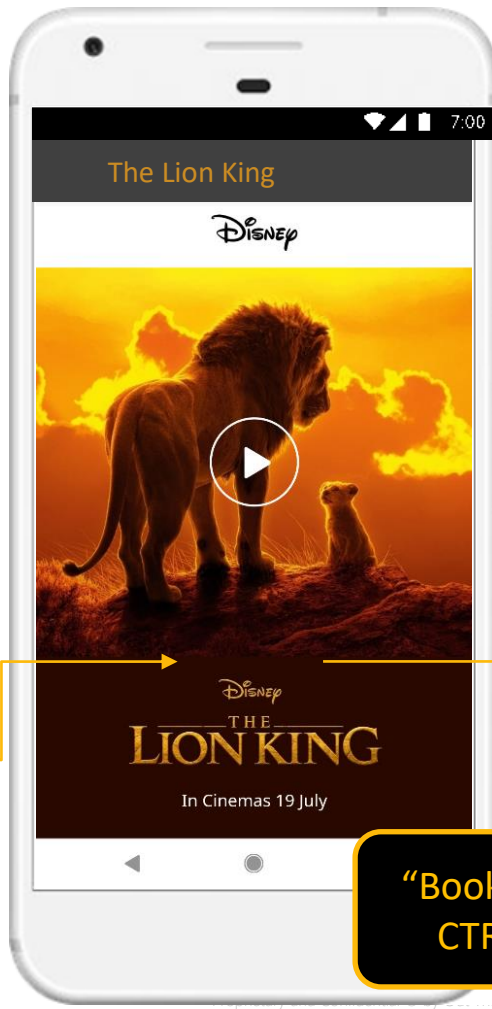
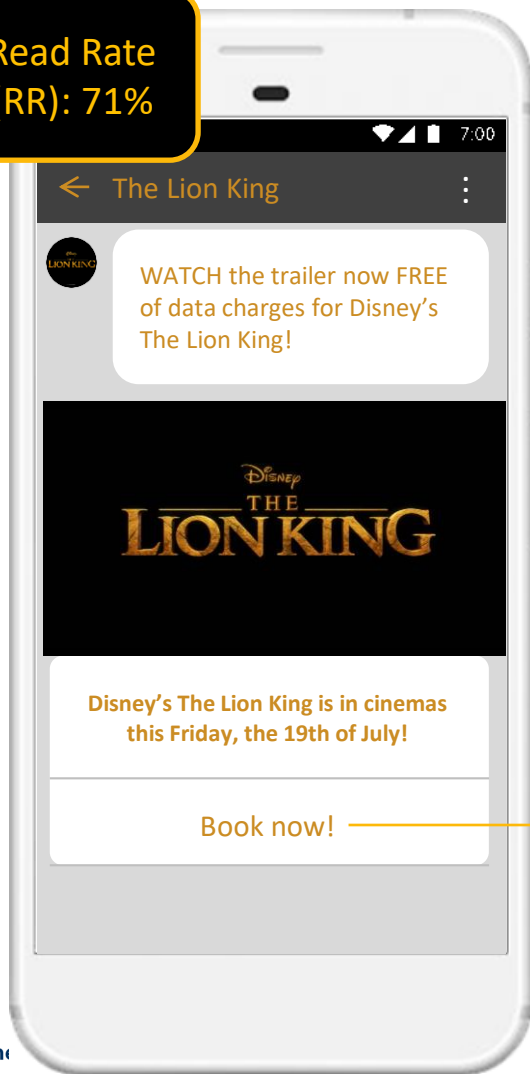
The following campaign case video is brought to you by
Out There Media - Vodafone - Vodacom



Video starts
on click

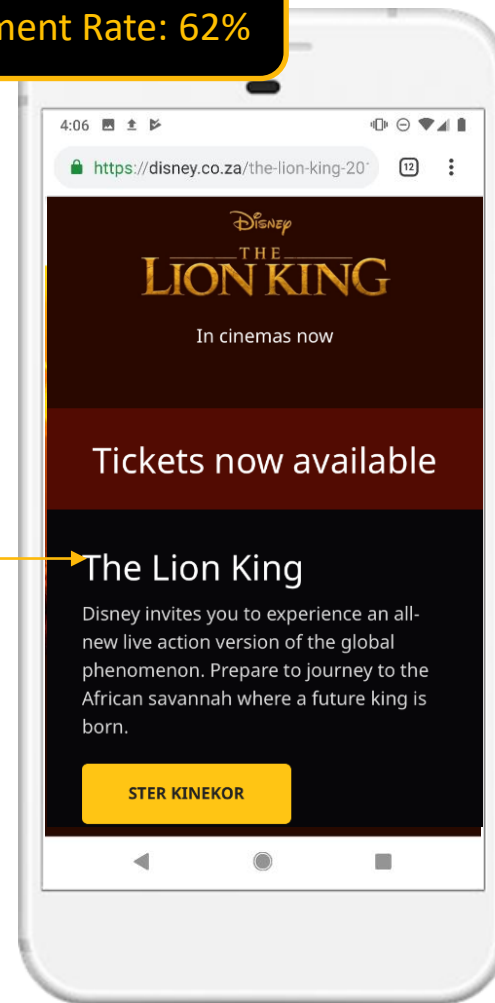
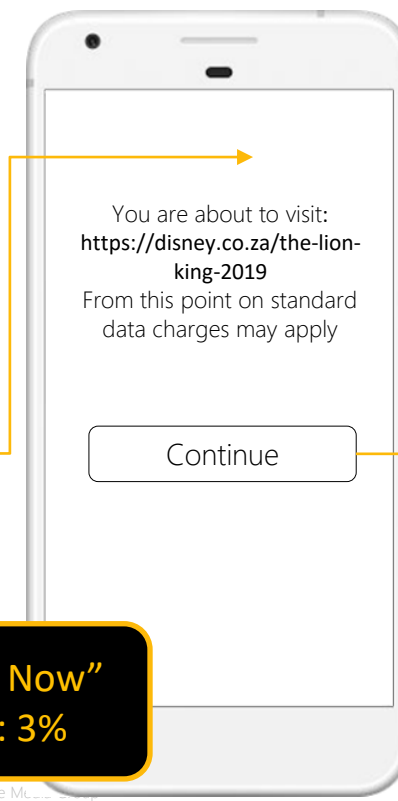
DISNEY "THE LION KING" - BLAST 1 "COMING SOON"

Read Rate
(RR): 71%



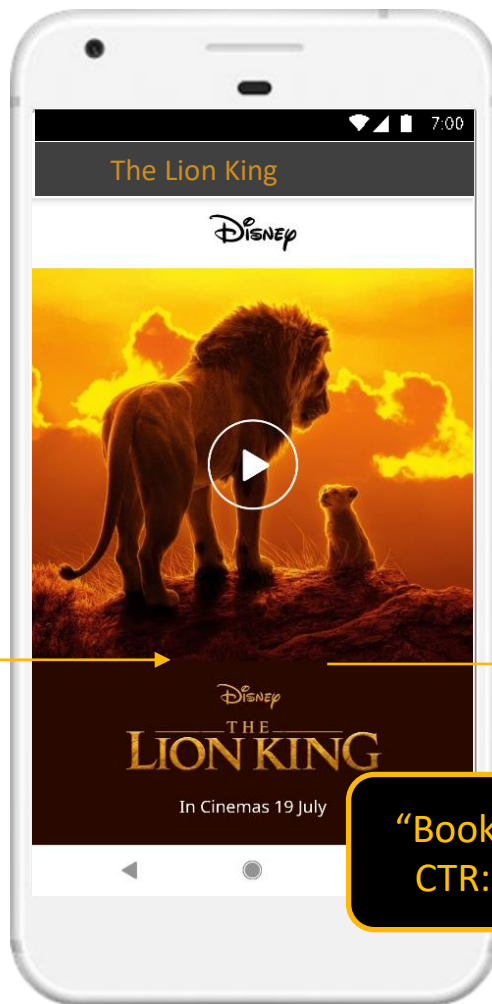
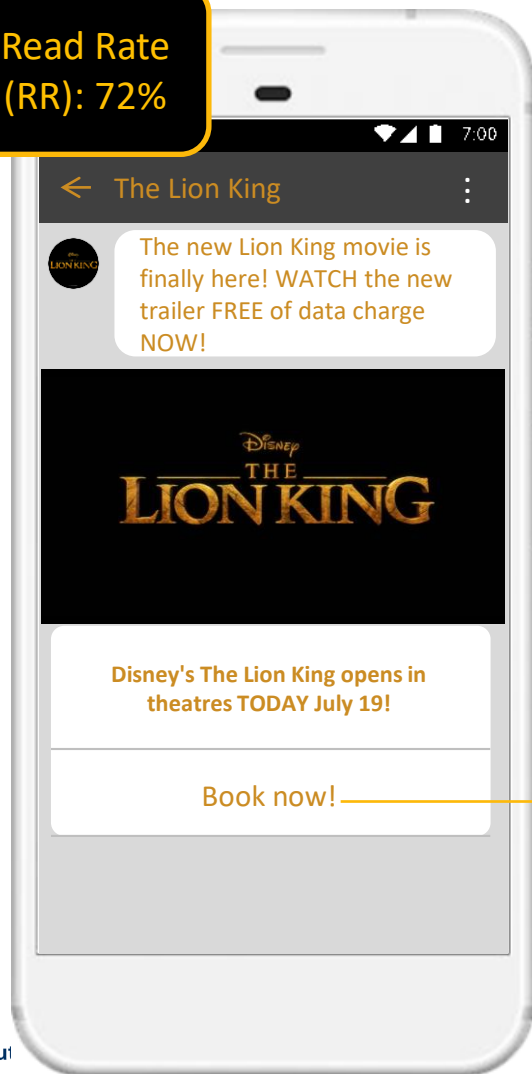
"Book Now"
CTR: 3%

Ticket Page
Engagement Rate: 62%

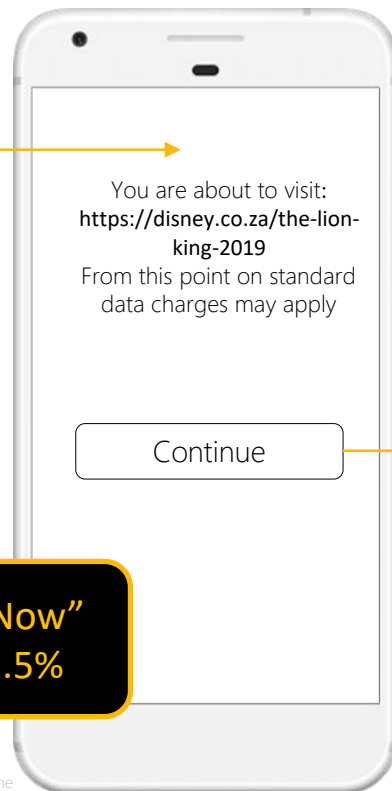


DISNEY "THE LION KING" - BLAST 2 "IS HERE"

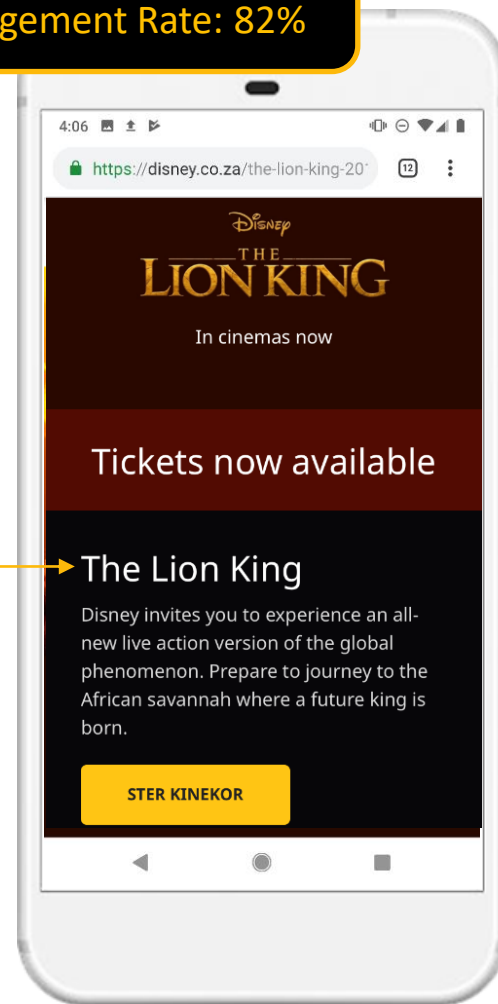
Read Rate
(RR): 72%



"Book Now"
CTR: 2.5%



Ticket Page
Engagement Rate: 82%



McDONALD'S RCS CAMPAIGN CASE VIDEO

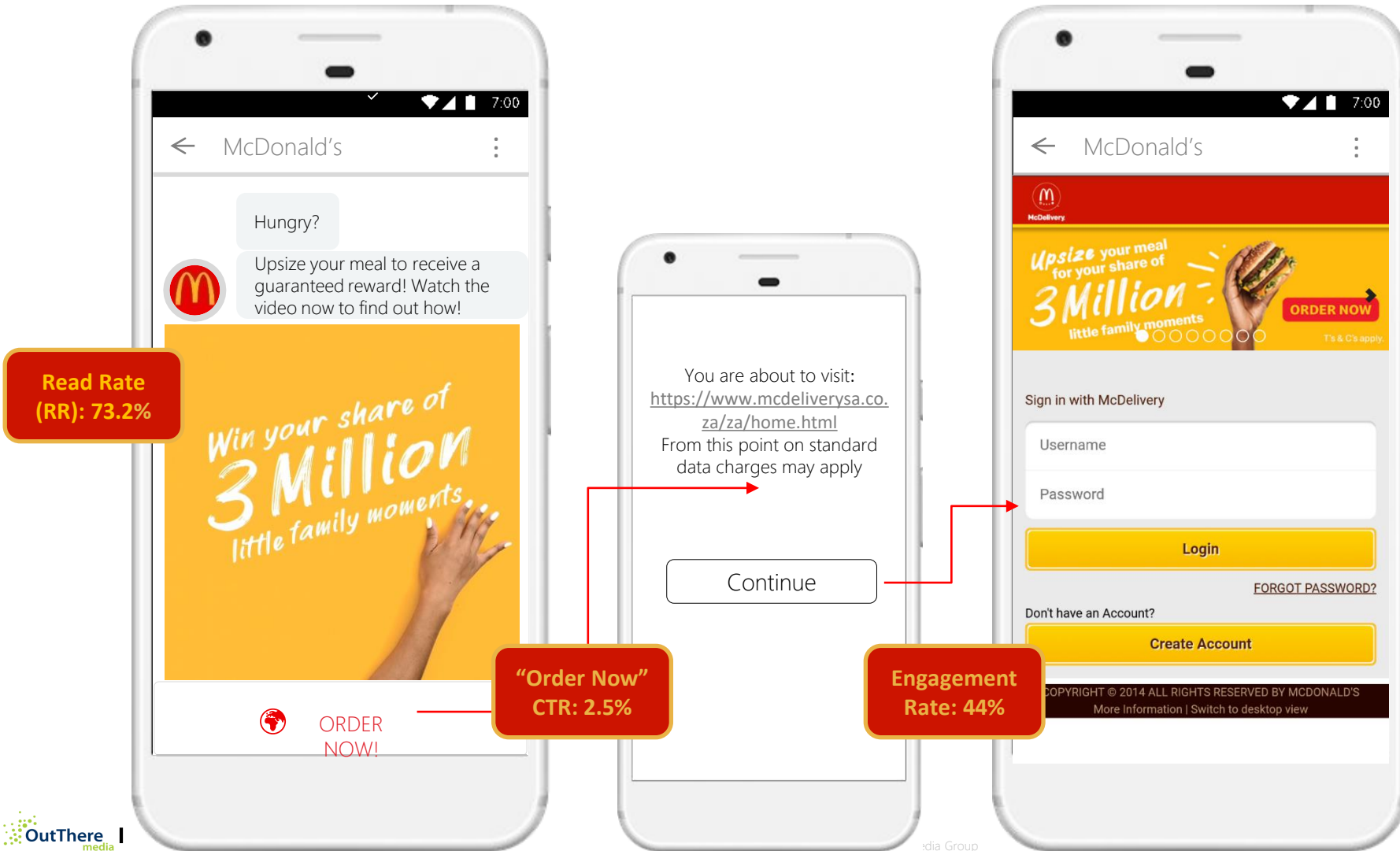
by Out There Media and Vodafone

The following campaign case video is brought to you by
Out There Media - Vodafone - Vodacom



Video starts
on click

McDONALD'S "REWARDS" RCS CAMPAIGN



WHAT OPERATORS NEED

OTM, SYNIVERSE & MAVENIR

HAVE JOINED FORCES

TO OFFER YOU

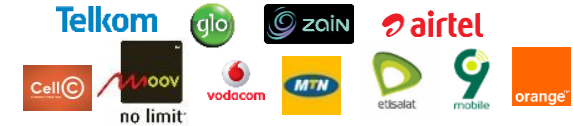
AN END-TO-END, UNIQUE CLOUD-BASED, FULLY-MANAGED
RCS SOLUTION

TO DELIVER BOTH P2P AND A2P AS WELL AS
ADVERTISING MONETIZATION

TURNKEY SOLUTION FOR MOBILE OPERATORS





syniverse



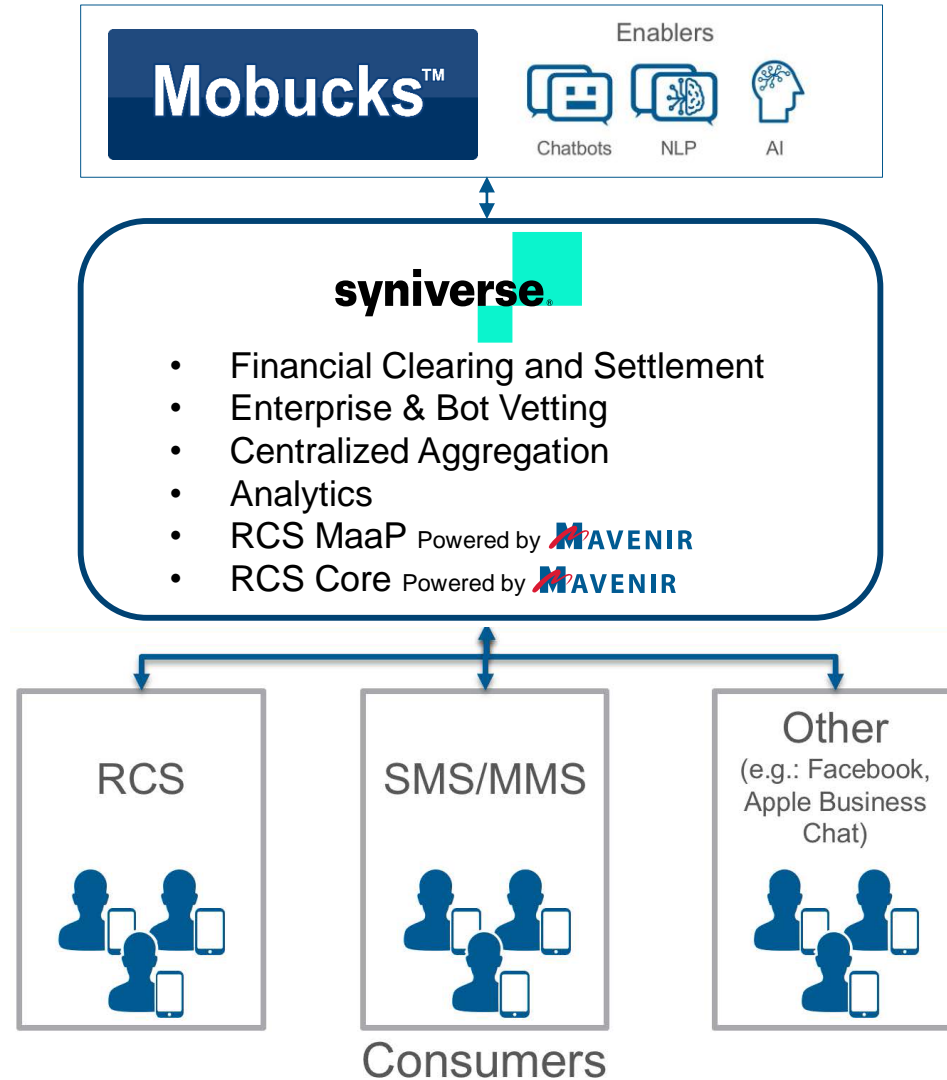
Mobile Network Operator

- Mobucks Advertising Platform
- Sales to Brands & Agencies
- SME Interface
- Campaign Creation
- Campaign Management
- Ad Ops
- Data Monetization

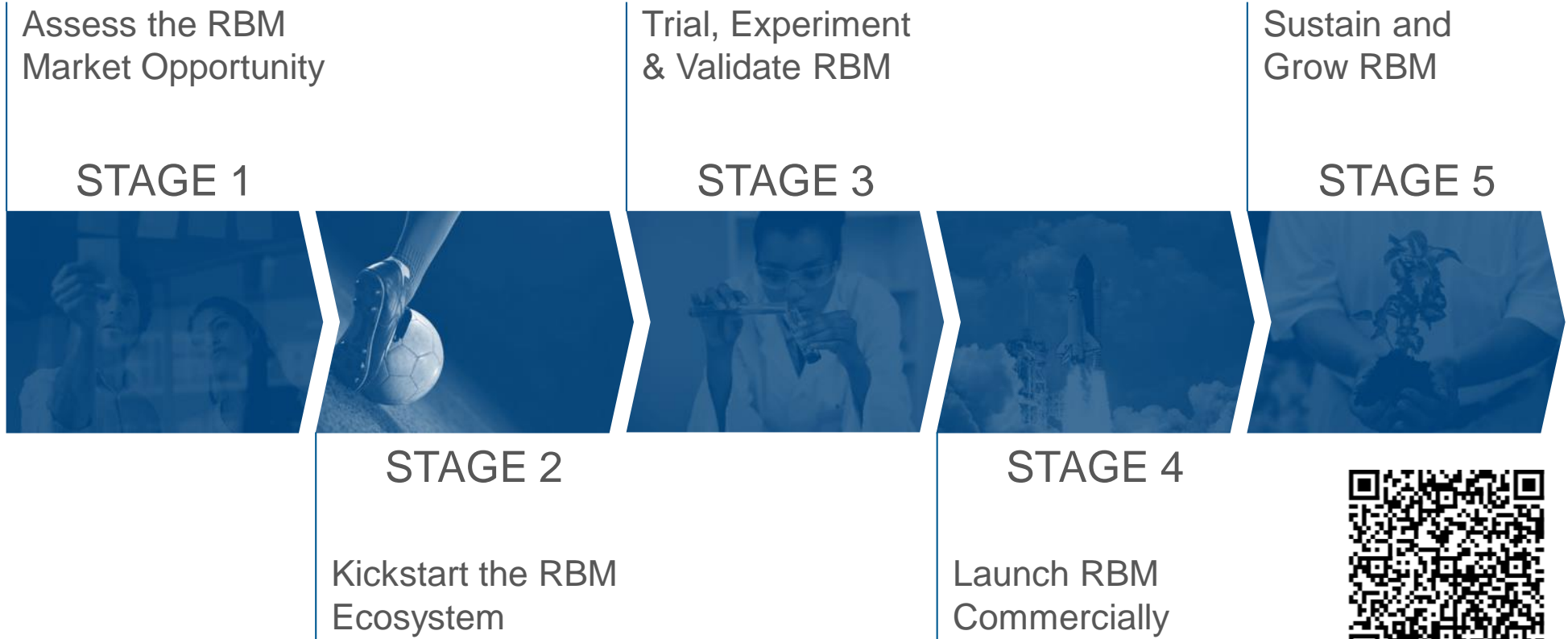
- Financial Clearing and Settlement
- Enterprise & Bot Vetting
- Centralized Aggregation
- Analytics
- RCS MaaP Powered by  MAVENIR
- RCS Core Powered by  MAVENIR

- Opt-in/Opt-Out Subscribers
- Access to Subscribers Network

HIGH LEVEL ARCHITECTURE



WHAT'S NEXT? THE STAGED APPROACH TO LAUNCH RCS BUSINESS MESSAGING



View the detailed process here

LETS US TAKE CARE
OF YOUR HEADACHE



Mobucks™

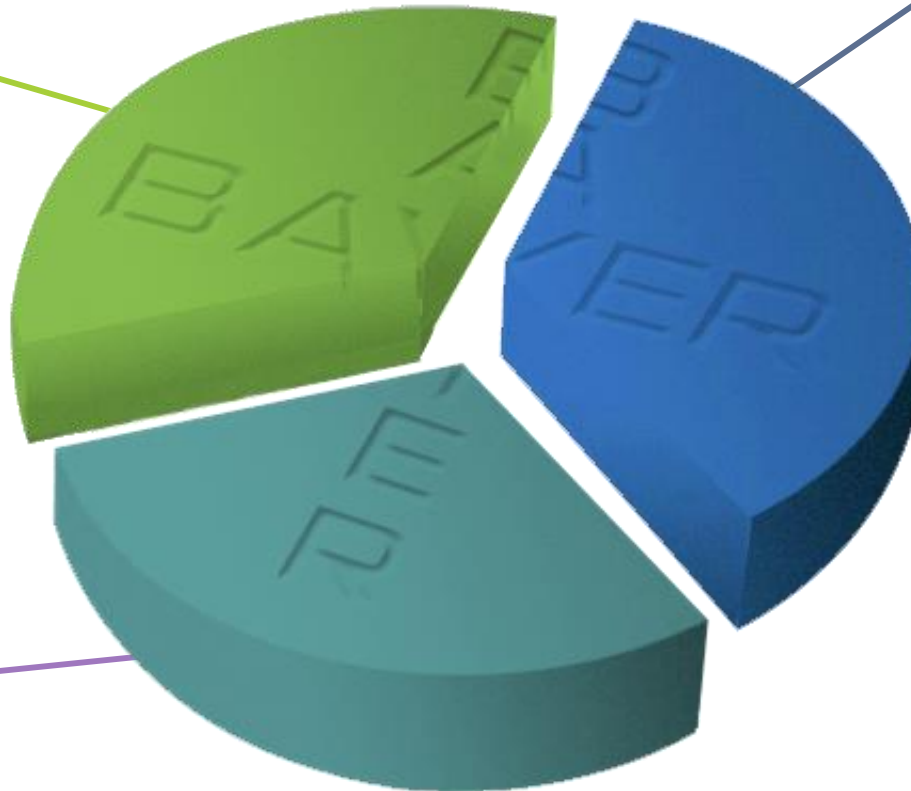
- Mobucks Advertising Platform
- Sales to Brands & Agencies
- Monetization Engine
- Campaign Management

MAVENIR

- RCS MaaP
- RCS Core

syniverse.

- Enterprise & Bot Vetting
- Centralized Aggregation



THANK YOU