

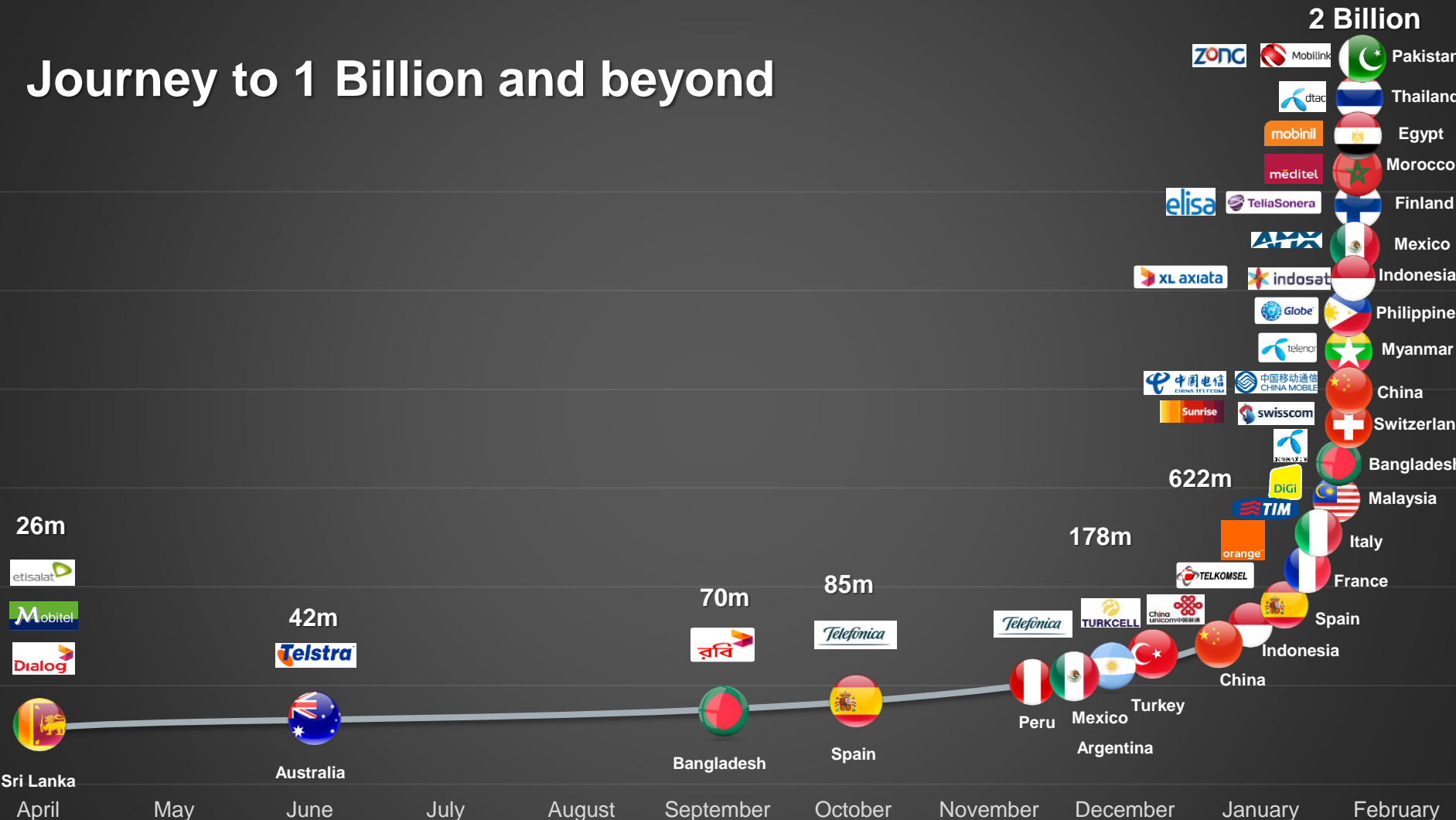


The Mobile Connect Opportunity

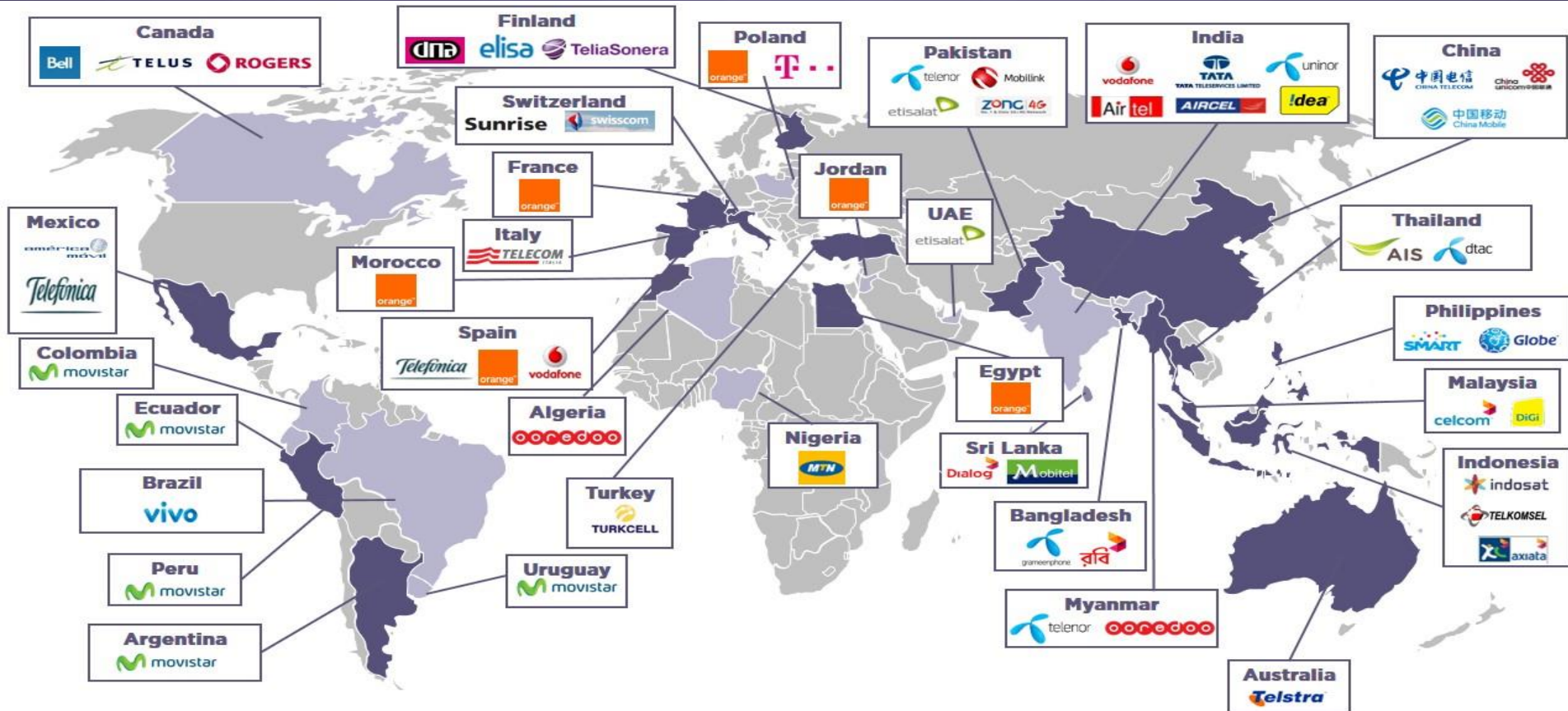
Marie Austenaa

VP and Head of Personal Data & Mobile Identity,
GSMA

Journey to 1 Billion and beyond



2 Billion Enabled Users - 34 Operators in 21 countries



The Journey...

In the last few weeks :

- **Nearly 80,000 requests for the service**
- **11,000 new users and**
- **30,000 active users**

...And growing all the time

“Innovation and partnership is key, can the mobile industry come together can they collaborate and create this great ecosystem?”

Dr Hans Wijayasuriya, Group Chief Executive, Dialog Axiata

...Begins Today

Implementing Mobile Connect on Own services to drive Adoption Authenticating Customers For Self-Care Mobile Site



**December
2015**

**Turkcell launch
Mobile Connect**

33

**Million enabled
users**



Implemented for self-care mobile site first: log-in for Wi-Fi users only

NO

End-user marketing yet



TURKCELL

BEFORE MOBILE CONNECT

- Subscriber needs to remember their password ********
- If they forget, they can reset it via SMS
- Mobile signature is the other option: hard to obtain, represents less than 0.1% of log-ins

AFTER MOBILE CONNECT

- Username is the subscriber's mobile number
- Receives Mobile Connect request on mobile, clicks "OK"
- No password to remember



Results

30k active Mobile Connect users after only **1 month**

5% of all log-ins already happen with Mobile Connect

Simplifying our daily lives



Convenient

- Eliminates passwords

Trusted

- Gives control over our data, helping to make online interactions with confidence and protect user privacy
- Leverages mobile operators' status as trusted guardians of personal data

Secure

- Drives economic growth through the reduction of online cart abandonment and cybercrime

Secure digital identity is
now in our hands



68% of users say
forgetting passwords
is a significant problem

40% of users admit to using
the forgot password
feature once a month

Sources: GSMA Consumer Research 2015, Cyber Streetwise

Improved user engagement for online service providers



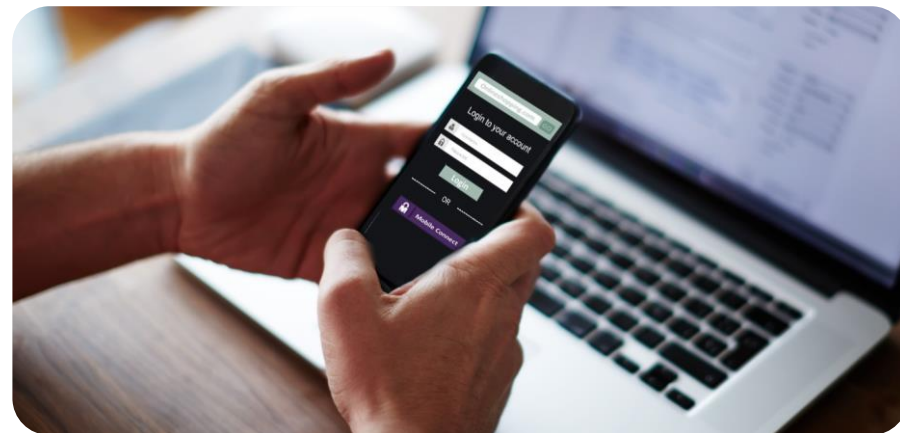
Seamless and **secure** authentication and authorisation of a digital transactions, including contextual information about the **user to reduce fraud and friction for online service providers**

86%

of consumers have left a website when asked to register

\$4tn

the value of abandoned transactions in 2014



74%

of users abandoned their shopping cart in 2013 up from 69% in 2011

63%

of which is potentially recoverable by savvy online retailers

Sources: GSMA Consumer Research 2015, Forrester, BI Intelligence

Unlocking the potential for operators



- **Revenues from new** services in authentication, authorisation and user attributes
- **Increased revenues** from value added services by better authentication experience
- **Incremental data traffic** from digital services
- **Reduced friction** and **better engagement** in Operators' own digital channels
- **Reduced operating costs** from more digital processes enabled by secure authentication

75%

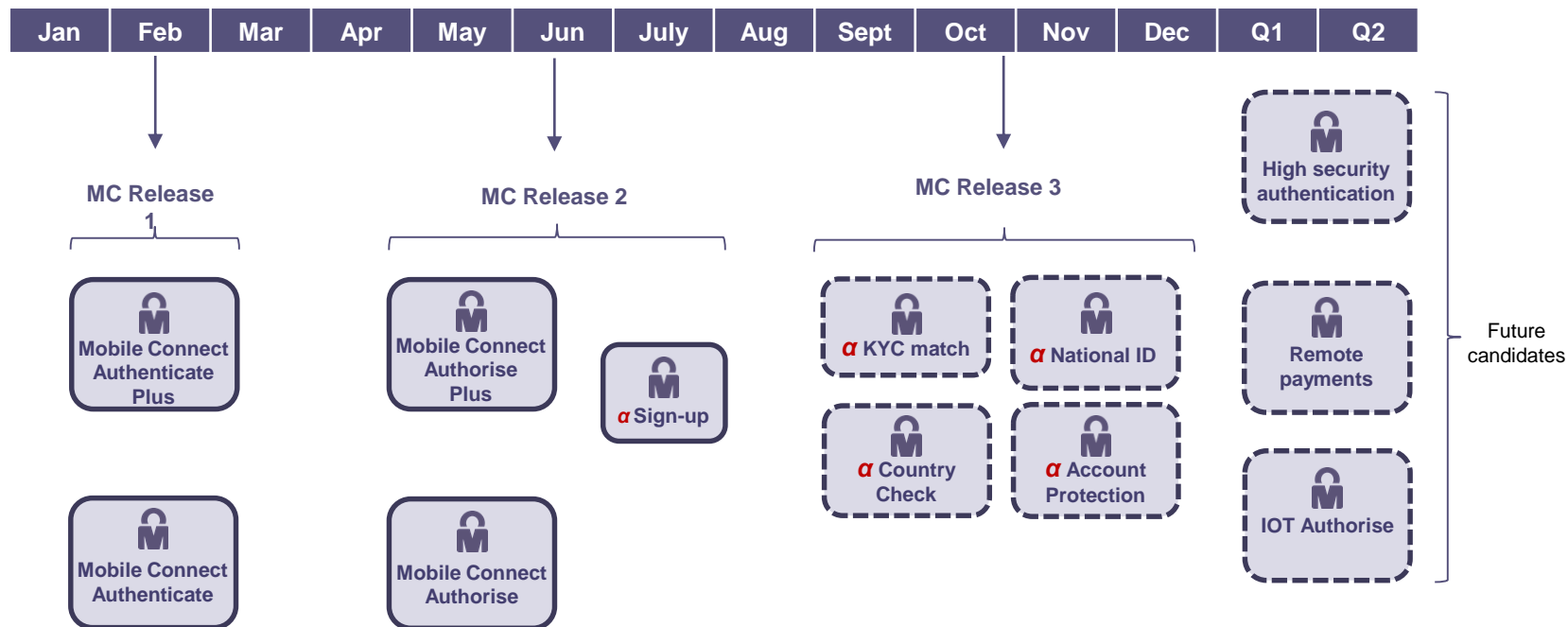
of consumers worldwide are interested in their location being sent to their bank to enable easier use of their credit card abroad

72%

of consumers likely or very likely to adopt Mobile Connect – with 32% (indicating mainstream) very likely to adopt

Sources: Ofcom 2015 Communications Market Report , GSMA Consumer Research 2015

Product roadmap (indicative timelines)



Getting started

<https://developer.mobileconnect.io>



TeliaSonera



ZONG

Tick here for
individual country
acceptance



Mobilink



<https://developer.mobileconnect.io>

My operators | Mobile Connect

<https://developer.mobileconnect.io/my-operators>

My Account
My Apps
My Operators
My Test Numbers
Change password
Log out

My operators

All the operators listed below have agreed a set of Standard Terms & Conditions for the Mobile Connect service. This page allows you to accept the legal T&Cs for all these operators with one click. You can select individual countries or all countries (Global Acceptance). Upon acceptance, the legal agreement is made up of the Standard Terms and Conditions plus the relevant operator details in Annex A. Annex A includes the mobile operator's legal name and address. A list of Annex As for a given country can be viewed by clicking the Country Annex column.

Standard Terms and Conditions

Global acceptance

By clicking the checkbox below you accept the Terms and Conditions for all operators listed below.

Accept Terms and Conditions for all operators

Mobile Connect Standard T&Cs: Available Countries & Operators

Country	Country Annex	Operator	Region
<input type="checkbox"/> Bangladesh	View	Grameenphone	Asia and the Middle East
<input type="checkbox"/> Finland	View	TeliaSonera Finland	Europe
<input type="checkbox"/> Indonesia	View	Indosat Ooredoo	Asia and the Middle East
<input type="checkbox"/> India	View	Telenor	Asia and the Middle East
<input type="checkbox"/> Sri Lanka	View	Mobitel	Asia and the Middle East
<input type="checkbox"/> Myanmar	View	Telenor Myanmar	Asia and the Middle East
<input type="checkbox"/> Malaysia	View	Digi	Asia and the Middle East
<input type="checkbox"/> Philippines	View	Globe Telecom, Inc	Asia and the Middle East
<input type="checkbox"/> Pakistan	View	Mobilink Telenor Pakistan ZONG	Asia and the Middle East
<input type="checkbox"/> Thailand	View	dtac	Asia and the Middle East

By clicking Accept I confirm that I accept the Standard Terms and Conditions and associated Country Annex for the operators selected above.

Accept



Tick here for
global acceptance





Secure digital identity is now in our hands

If you would like more information, please contact

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Personal
Data