

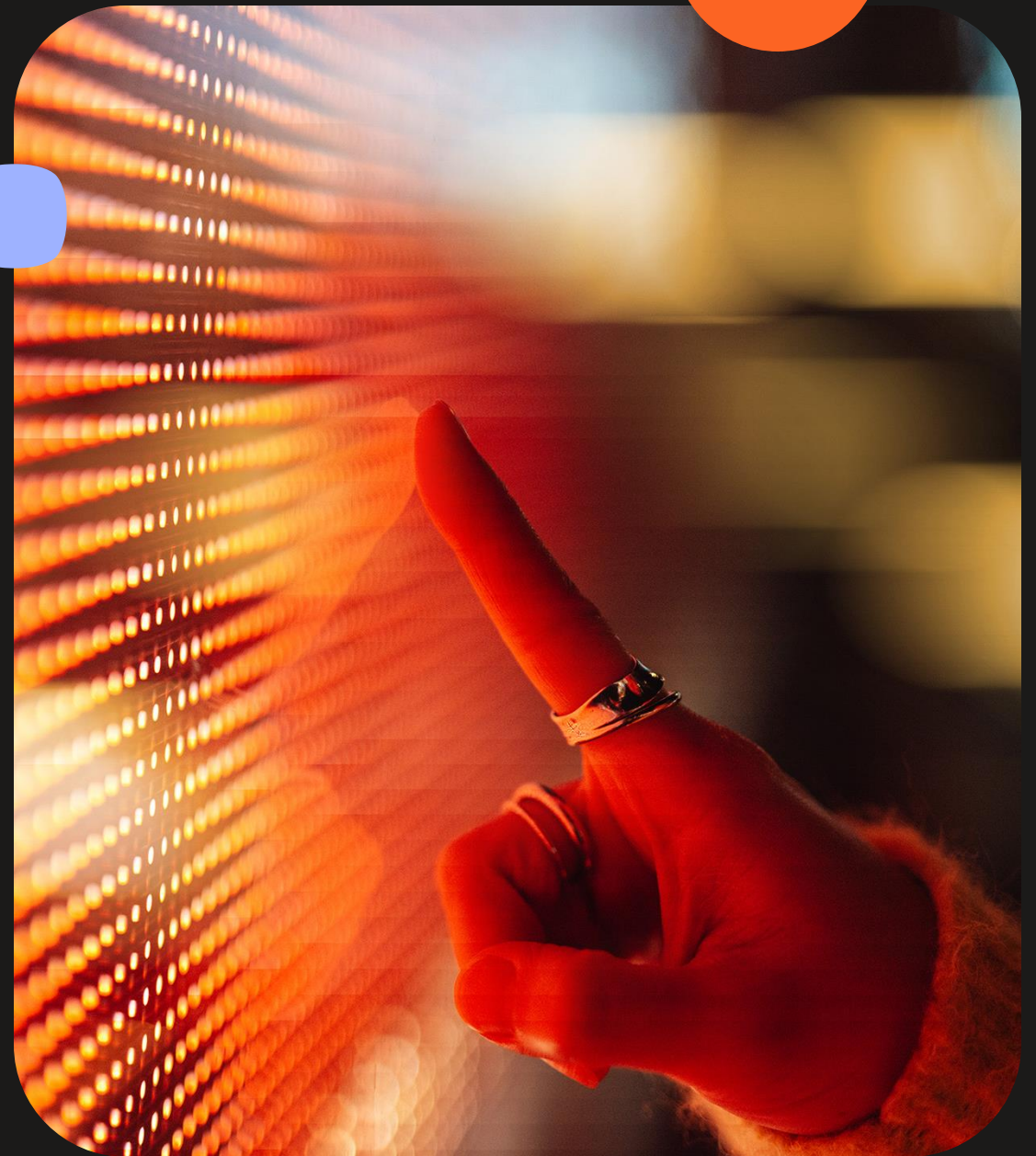


Keynote

Viktorija Radman

Telecom Business Director, Infobip

MARCH 2025

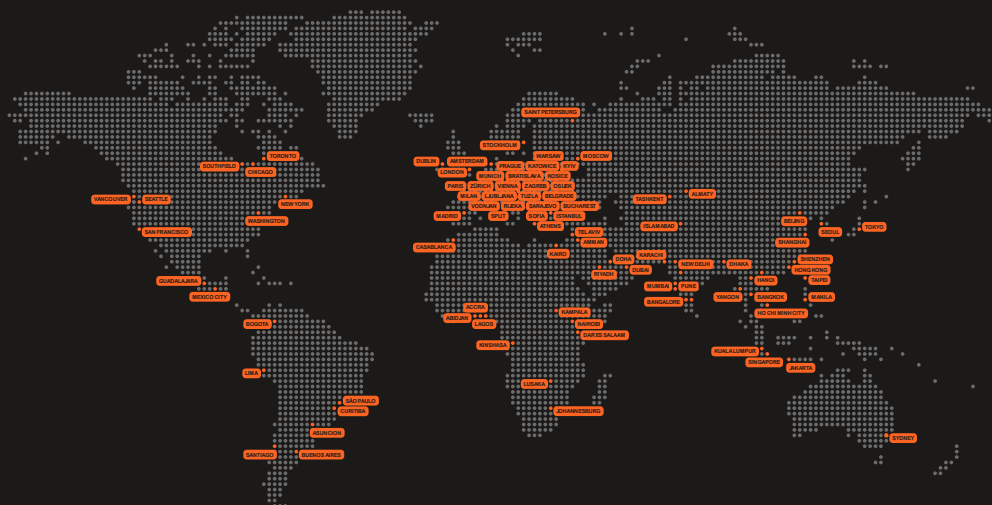


ONE PLATFORM. ALL CHANNELS. FOR DEVELOPERS AND BUSINESSES ALIKE.



#1 Global Cloud Communications Platform, trusted by global brands

GLOBAL FOOTPRINT



STELLAR GLOBAL CLIENT BASE



INTEGRATION PLATFORMS



65+

Integration
Partners

Extensive
Marketplace

75+

Offices on 6
continents

Global reach
>190 countries

3.6K+

Employees
globally

Global presence,
local reach

40+

Data Centers
globally

Scalable
infrastructure

800+

Direct operator
connections

Largest global
MNO network

42 Bn+

Monthly
interactions

Infrastructure to
handle vast volume

HIGHEST SECURITY AND COMPLIANCE
STANDARDS





NUMBER VERIFY
Global trust starts
with a single check.

GSMA CERTIFIED API



SIM SWAP
Stop fraud before it
starts. Detect SIM
changes instantly.

GSMA CERTIFIED API



DEVICE LOCATION
Know where every
transaction happens.
Everywhere.

GSMA CERTIFIED API



**QUALITY ON
DEMAND**
The Internet doesn't
wait. Neither do we.

GSMA CERTIFIED API

INNOVATION

Pioneering solutions that
adapt faster than fraud.

70+ m

Anti-fraud checks
in 2024

8+ m

Authentication
checks in 2024

TRUST

Protecting billions of
transactions every second.

1.1+ bn

Transactions
processed in 2024

850+ m

Suspicious messages
detected in 2024

Drive innovation with Infobip Network APIs

Fraud? **Blocked.** Transactions? **Secured.** Identity? **Yours.**

Built for MNOs.
Empowering enterprises.
Connecting the World.

We connect
MNOs with leading
enterprises such as

PicPay

Capital One

Inter

elmo

**Simplified
integration ,
flexible solutions –**
tailored to your
customers' needs.

NOKIA

infobip

Aduna

Proud to
partner with
leading MNOs

Telefónica

telcel

Claro

vivo

TIM

AT&T

Altán
La red de todos

T

orange

vodafone

SFR

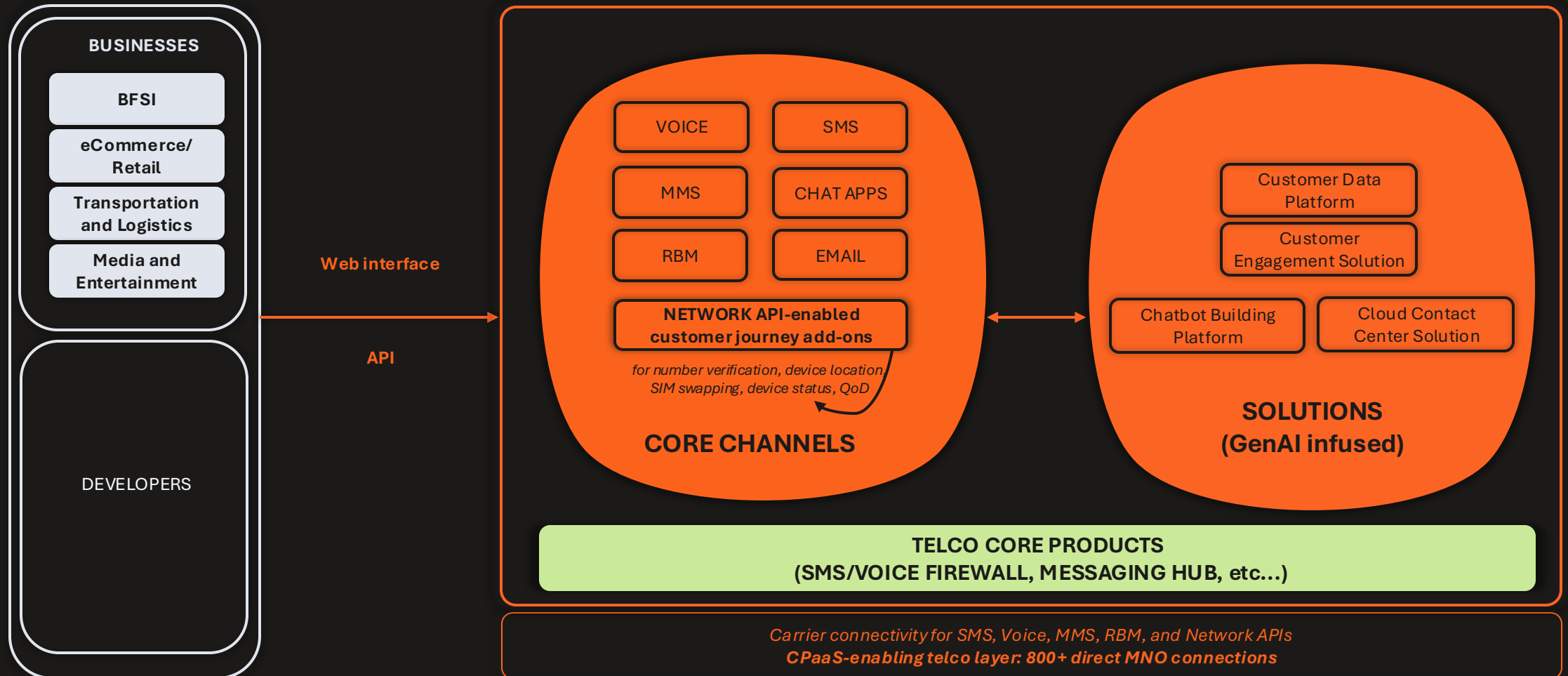
bouygues

free

Infobip platform



One cloud communications platform to manage complete customer journey communications





What sets Infobip apart?



Infobip CPaaS know-how

API-based global cloud communications platform – now with Network APIs

Strong CX practices & the ability to execute customer journey solutions

CPaaS Leader (Gartner, Juniper, IDC) & top innovator (Fast Company)



Developer relations

Infobip Startup Tribe global developer community, marketplace & startup credits

Infobip Shift Europe and Miami: two major developer conferences on two continents (with a reach of more than 14k attendees)

DevRel meetups, hackathons & content to a reach over 4k developers



Telecom partnerships

Infobip CPaaS partnership with telecoms in 70+ countries

Joint GTM, marketing funds, expanded market reach (offnet) for faster/greater CPaaS monetization

Security know-how through telco security partnerships with 100+ MNOs



Infobip Mobile Identity roadmap

[MARKET READINESS]

Focus on countries with API x MNO coverage of 80% of the market

[FOCUS TERRITORIES]

Ongoing PoC discussions with MNOs for new APIs

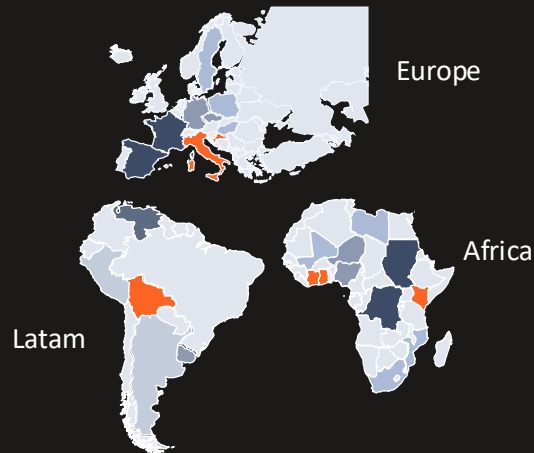
[CUSTOMER CENTRICITY]

End-user CX and customer POCs will drive priority of Camara-compliant APIs exposure roadmap

A ubiquitous partner play

Tangible value through CX-friendly API exposure

Drawing on our CPaaS know-how & strategic telco collaborations, we'll keep expanding our Camara-compliant APIs, collaborating closely with our telco partners to make developer-friendly APIs available for enhancing customer experiences and driving 5G monetisation





Industry-specific applications



Banking, financial services and insurance

SIM SWAP API for Fraud Prevention

DEVICE LOCATION APIs for location verification and retrieval, and for geofencing

NUMBER VERIFY API for fraud and social engineering prevention



Transportation and logistics

QUALITY ON DEMAND APIs for seamless Connectivity

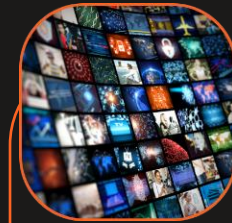
DEVICE LOCATION AND QoD - for self-driving vehicles, to know exactly where the car is all the time with secured and guaranteed communication



Retail and e-commerce

NUMBER VERIFY APIs for seamless authentication

DEVICE LOCATION APIs for personalized engagement and targeted marketing



Media and entertainment

DEVICE LOCATION APIs for personalized engagement and targeted marketing.

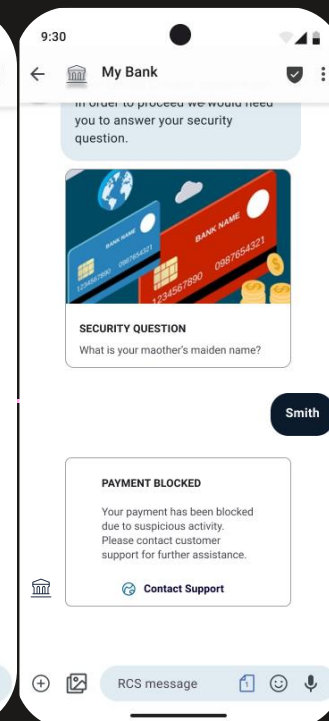
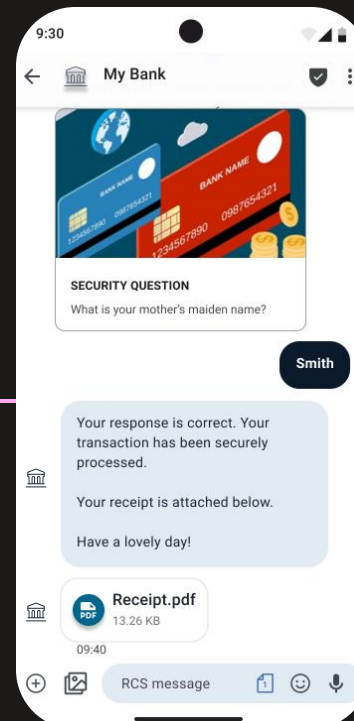
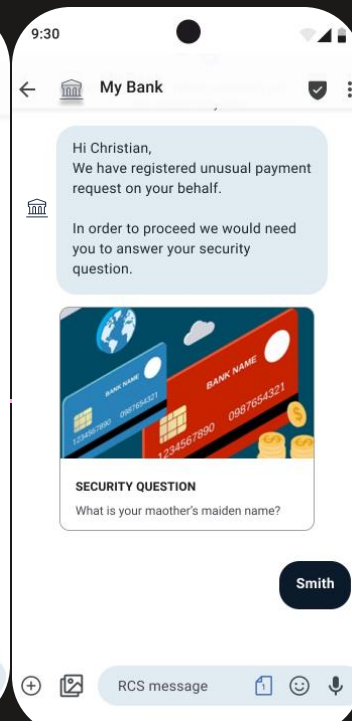
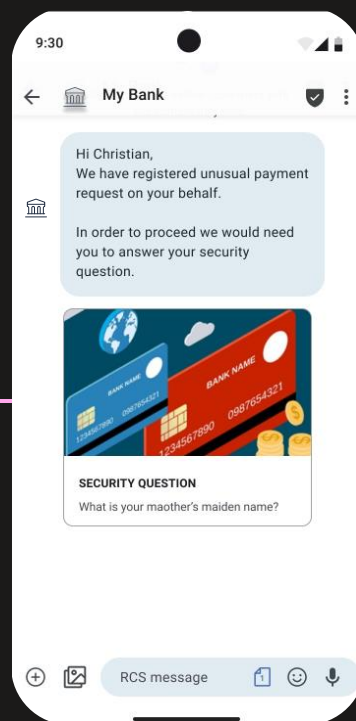
QUALITY ON DEMAND APIs for seamless Connectivity



RCS push campaigns augmenting SIM Swap APIs



Infobip gets the real-time verification response from the MNO and forwards it to a Bank.



The end-user initiates a transaction requiring an OTP verification. The bank carries out the SIM Swap check (by calling Infobip SIM Swap API) to perform a near real-time security check in the background before proceeding with the transaction.

Here, the SIMSwap API detects whether the SIM card linked to the end-user's account was recently swapped. If a swap is detected within the risk window, it flags the transaction as potentially fraudulent. This analysis occurs in near real-time, ensuring minimal delay.

To do a double check, in the second step, the end-user receives an interactive RCS. The RCS interface provides several questions for the end-user to confirm their personal data or answer on security question so that their identity can be confirmed.

Based on the end-user's response and AI algorithms, the bank takes the appropriate action. If the identity is confirmed as legitimate, the transaction proceeds securely. If the identity is confirmed as fraudulent, the transaction is entirely blocked.



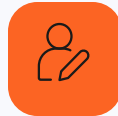
Unveiling the value - exploring key benefits



Why Infobip Network APIs?

Real-time Risk Detection

Stop fraud before it happens.



Frictionless User Experience

No disruption for legitimate users.



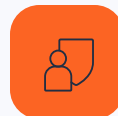
Enhanced Security with Network APIs

Verified, carrier-grade data.



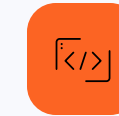
RCS as an interactive additional security layer

Engage customers to improve security and satisfaction.



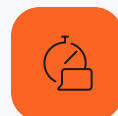
CAMARA-Compliant & Open Gateway Ready

Future-proof standardize authentication.



No Call Centers, No Hold Times – Just Instant Resolution

Customers verify transactions instantly via RCS, without the hassle of contacting an agent.





Infobip & telco partners Claro, TIM, and Vivo launch Network APIs in Brazil

- First customers are being onboarded.

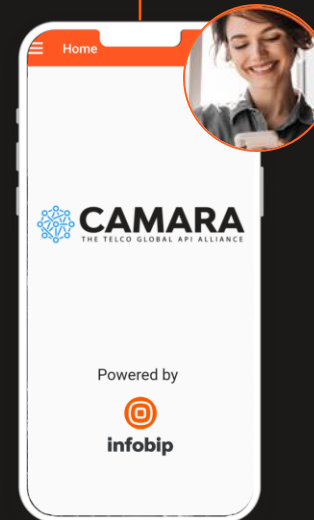
Technology enablement:

Infobip: GSMA Open Gateway channel partner



Network APIs / Use Cases

- Number verify (Silent Mobile Verification)
- SIM Swap
- Device location



Full-country coverage in Brazil

Network API partnerships, starting with Identity:
Speeding up time to revenue with Network APIs through a joint go-to-market approach.

SECURITY

Improved fraud protection

Anti-fraud APIs: Number verify, SIM swap, device location

SPEED

Faster time to revenue

First customers through partnership (Number verify, SIM Swap) from Retail & On-demand verticals

REVENUE

Customer value

Expanding telcos' CPaaS revenue streams with new use cases

SCALE

Building on CPaaS telco partnerships

with existing way of work, existing know-how, existing monetisation success stories – new use cases, globally

Meet TIM Brasil!

A VIDEO QUOTE

Leonardo Siqueira,
Director of Data Monetization & Mobile Ads at TIM Brasil



Leonardo Siqueira is a senior executive with around 25 years of experience in new business development, digital transformation, strategic planning, and change management, particularly in the Technology, Media, and Telecommunications sector.

As **Director of Data Monetization & Mobile Ads** at TIM Brasil, he built and scaled a business unit, driving significant revenue growth in just three years.

He holds a degree in Business Administration from Federal University of Rio de Janeiro and a Master's from The Coppead Graduate School of Business, with an international extension in the Netherlands.



Infobip x TIM Fun Brazil

Number verify API supporting better CX and anti-fraud practises within MNO's internal mobile app.

SMS (19 s)



Number verify API
(8 s)



Silent Mobile Verification

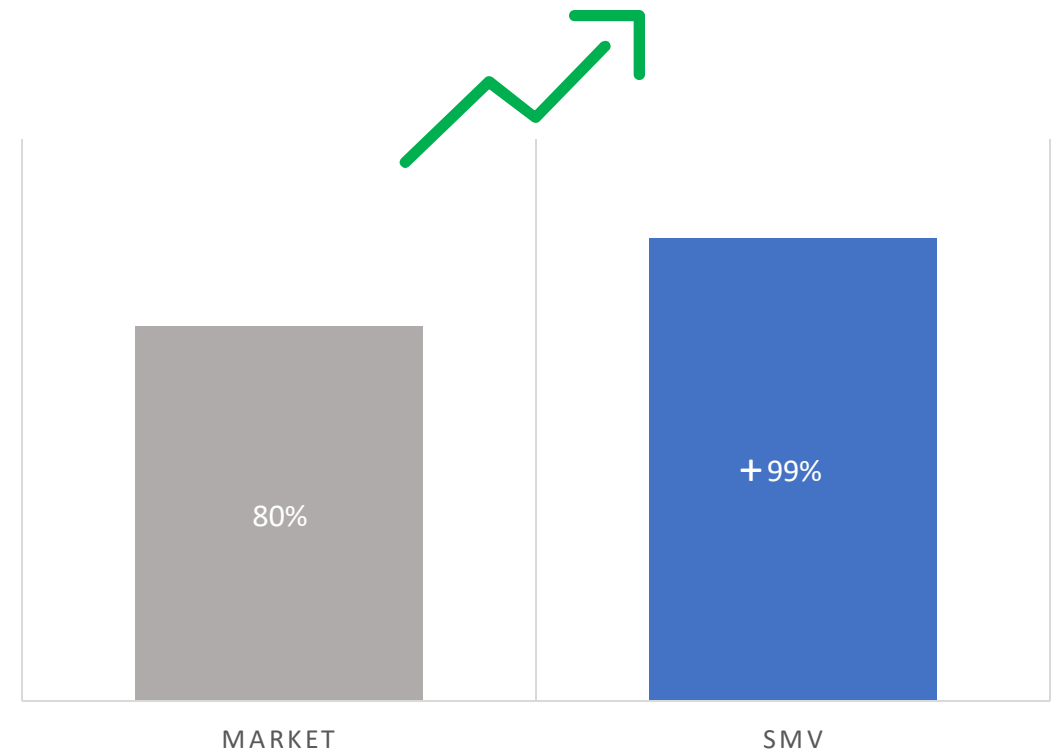
TIM FUN case:

- ✓ +3MM authentications using SMV in 1 year
- ✓ Authentication available over Wi-Fi
- ✓ Enhanced UX: faster, seamless and frictionless journeys
- ✓ Integrated SMS fallback

*Based on January 2025, logins fully checked by the API



SUCCESS RATE IN AUTHENTIFICATIONS





Thank you

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