GSMA

Network APIS 5G-Advanced and Al beyond Sci-Fi



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Network APIs

5G-ADVANCED AND AI BEYOND SCI-FI

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Unlock the Future: Open Gateway Awaits You

Before the Open Gateway Initiative

- APIs are fragmented
- Lack of accessibility to the developers
- Limited APIs available
- Complicated commercial model
- Network security concerns

Open Gateway Initiative (2023)

- Seamless Customer Experience
- Accelerated tech development, innovation, and commercial adoption
- Support of application portability
- 8 network APIs launched riding on 5G network capabilities



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

• First customers are being onboarded.

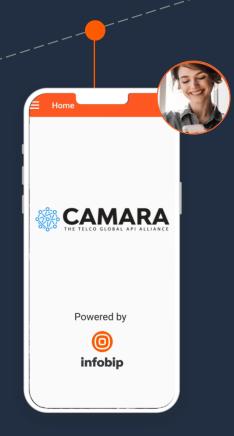
Infobip: GSMA Open Gateway channel partner

Technology enablement:



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 casesc, globally

#1 Global Cloud Communications Platform



One Platform. All Channels. For Developers & Businesses.



STELLAR GLOBAL CLIENT BASE



50+

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

+008

Direct operator connections

Largest global MNO network 37 Bn+

Monthly interactions

Infrastructure to handle vast volume

80k+

Black Friday Record

Transactions per Second.

2.36 Bn+

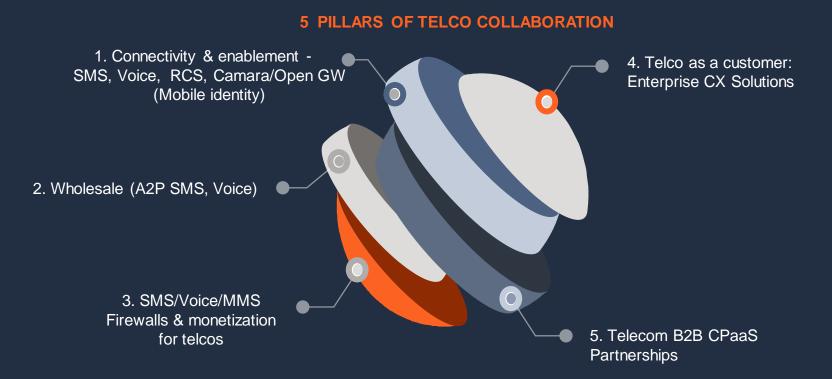
Interactions in one day on Black Friday

#wearejuststarting

Telco-grade CPaaS platform & A2P security solutions



BUILT ON A RELATIONSHIP OF TRUST



GROWING THROUGH TELECOM PARTNERSHIPS



60+

Telecom partnerships with sell-through and joint GTM

120+

MNO networks secured 200+

Telecom customers

1.1Bn+

Mobile users protected

+008

Direct operator connections

37 Bn+

Monthly interactions

9700+

Global operator connections

Full-stack

CPaaS product portfolio, natively built



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
- 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



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 seamless authentication



Transportation and logistics

 QUALITY ON DEMAND APIs for seamless Connectivity



Media and entertainment

- DEVICE LOCATION APIs for personalized engagement and targeted marketing.
- QUALITY ON DEMAND APIs for seamless Connectivity



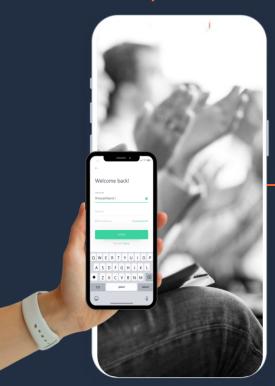
Retail and e-commerce

- NUMBER VERIFY APIs for seamless authentication
- DEVICE LOCATION APIs for personalized engagement and targeted marketing.

Make your Industry Event Unforgettable:



Unleash the power of Device Location APIs premium experiences with personalized engagement and targeted marketing.





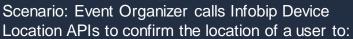






Premium experience

Live events



- check whether the customer is eligible for a special service because they are/were on the specific site.
- · do a personalization of services.
- offer to their end-users the most value from their purchase.

With Device Location APIs activated, event organizers can prepare special offers and exclusive digital services for event visitors based on their location within an event. Message pushed to visitors who have consented to have location details shared

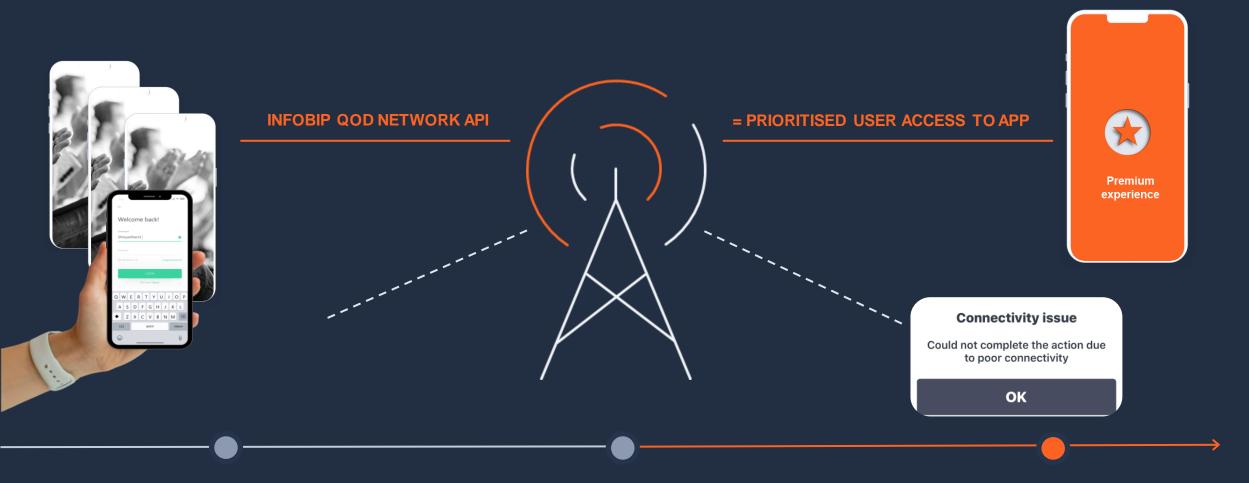
Enhanced customer experiences (Augmented Reality experiences, access to private Web/App zone of the event, eligibility for special fan experiences, access to premium content during and after the event, etc.)

Tailored marketing campaigns and promotions for end-users present in defined areas.

Unlock Seamless Experiences, ALWAYS:



Empower Event Participants with Seamless Connectivity Using QoD Network API



Scenario: Event organizer activates Infobip "Quality on Demand" QoD Network API in countries where it is available With QoD activated, end-to-end network connectivity becomes more available for users of the event app, especially in crowded places with limited mobile service

These users will be able to seamlessly connect with other event participants and check all of the valuable event updates, on demand



REVOLUTIONIZING LIVE EVENTS:

One experience at a time!

If we do it right, and do it together,

Open Gateway & Camara will bring 5G to life



We are just starting.



Thank you

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