

ShoZu Confidential

### Benefits

Discoverability
Integrated billing
Predictable costs

Discoverability

Can serve ads

# Disadvantages

Discoverability
Integrated billing

Predictable costs

Operator controls ad inventory

Long BD and dev cycles

Poor rev share

Discoverability

Can serve ads

Long BD and dev cycles

Handset vendors

# Handset vendors

### **ShoZu** Partners



Mobile Operators



**Discoverability Integrated billing Predictable costs** 

> Operator controls ad inventory

Long BD and dev cycles

Poor rev share



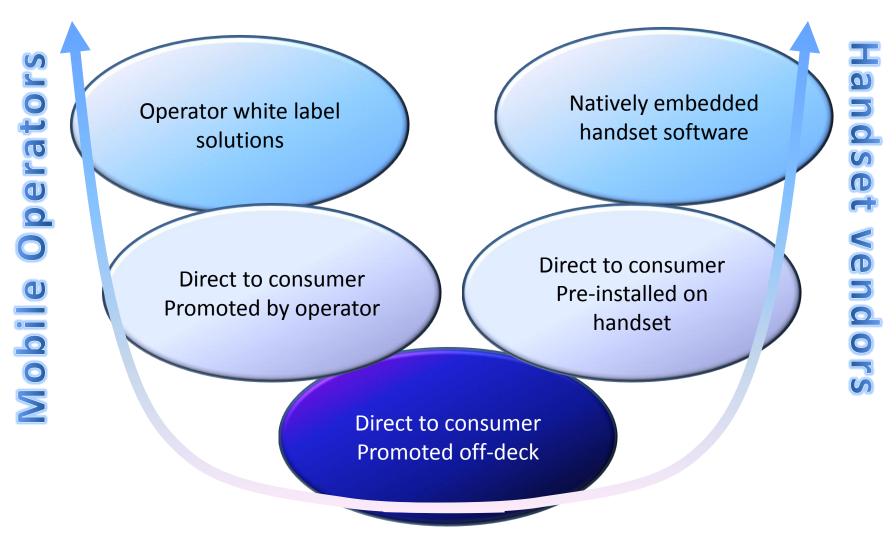




**Discoverability** Can serve ads

Long BD and dev cycles

## Approaches to market



# **ShoZu** Competitors



### **ShoZu** Position

Mobile Operators landset vendors Natively embedded Operator white label handset software solutions ShoZu Direct to consumer Direct to consumer Pre-installed on Promoted by operator handset Direct to consumer Promoted off-deck

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