



simbre))a

**INCREASE PREPAID ARPU**  
**UP TO 10%**



# WORLDWIDE OPERATION



AZERBAIJAN; CENTRAL AFRICA; ECUADOR; ETHIOPIA; GEORGIA; GHANA; IVORY COAST; KYRGYSTAN;  
MADAGASCAR; NIGERIA; PANAMA; RUSSIA; SENEGAL; SIERRA LEONE; TAJIKISTAN; UGANDA; UKRAINE;  
UZBEKISTAN; ZAMBIA

# SUCCESS STORIES ARPU INCREASE

ARPU & TOP-UP AMOUNT INCREASE AFTER SIMKREDIT™ LAUNCH	Operator in South Caucasus	Operator in West Africa	Operator in Asia
Average monthly Prepaid ARPU before SimKredit™ launch	\$10	\$6	\$4
Average monthly Prepaid ARPU increase after SimKredit™ launch	+10%	+9%	+3%
Average monthly Prepaid ARPU after SimKredit™ launch, USD	\$11	\$6.55	\$4.25



## Operator in South Caucasus

Prepaid subscribers base:  
2,000,000



## Operator in West Africa

Prepaid subscribers base:  
2,500,000



## Operator in Asia

Prepaid subscribers base:  
2,000,000

## DYNAMIC SELF-LEARNING SCORING



Adaptive scoring



Various user parameters



Accurate prediction



Knowledge base

**SIMKREDIT™**

## VALUE PROPOSITION

### END-USER APPROACH & WISDOM



Micro-segmentation



Event-based communication

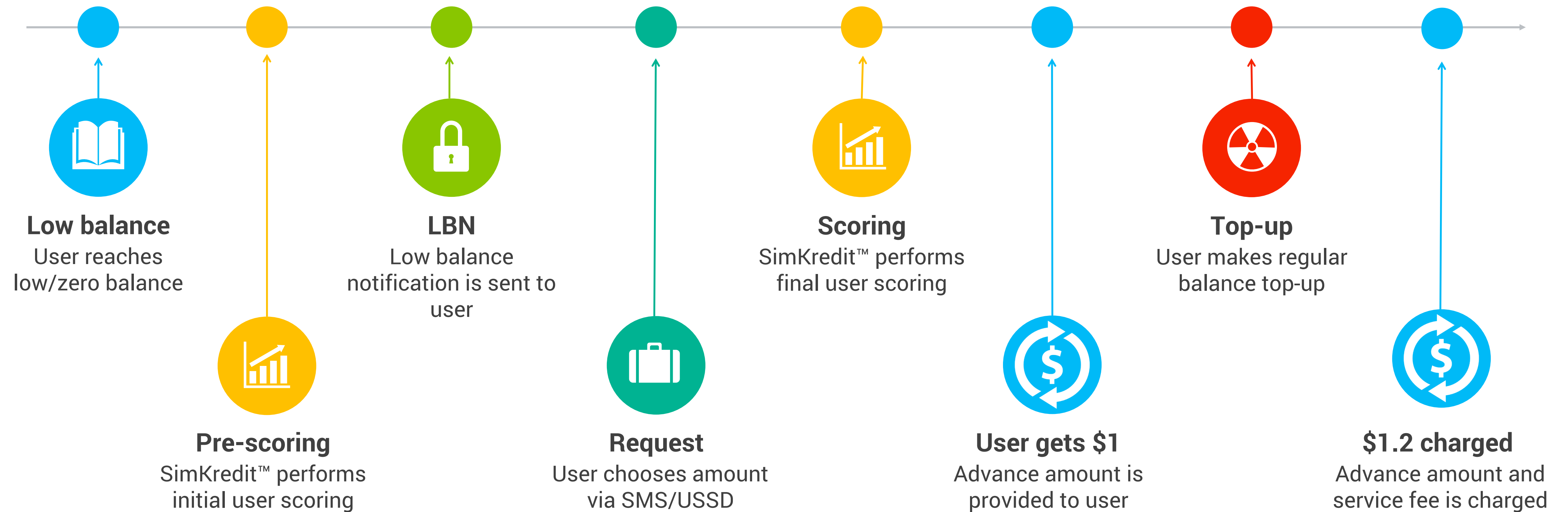


Targeted offerings



Service promotions &  
campaigns

# SIMKREDIT™ PROCESS FLOW



# WHY SIMBRELLA



## UNRIVALLED EXPERIENCE

13+ years  
20+ countries



## INNOVATOR

Continuous  
implementation of new  
technologies



## GLOBAL LEADER

220 M end-users  
1.2 M daily users



2005 - First to develop and  
launch Airtime Advance  
Solution – SimKredit™ – in  
the world



## ZERO RISK & FLEXIBILITY

Simbrella ensures 100%  
Bad Debt coverage



## PRESENCE & STAFF

over 100 staff members  
Headquarters in  
Amsterdam (NL)



## REVENUE & TURNOVER

\$ 415 M Incremental turn  
over of Simbrella clients  
directly from Simbrella  
services

Enhance your opportunities with us!



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