Market & Product Backgrounder

The markets for handheld smart- and superphones have grown both explosively and exponentially since the first examples of these products appeared and were embraced by users.

There are now a wide range of new Apple® iPhone® and Google® Android® powered devices that are capturing the interest of consumers with the ability to offer "instant gratification" for mobile buying. The need for a simple, <u>personalized</u> shopping cart optimized specifically for the mobile market is long overdue.

Giving customers their own secure and personalized mobile storefront as a fully native app (not mobile CSS) and without "breaking the bank" has been a dream of vendors and shoppers alike.

MobiCart is the M-Commerce solution.

Gartner Group estimates the market value for mobile applications at $4.2bn (worldwide in 2009) and estimates the market could be worth $29.5bn in 2013. While there are a number of shopping cart solutions for e-commerce, none are optimized for the mobile user or create a user experience that is fast and easy.

People on the go make fairly rapid (if not instantaneous) purchase decisions – for those who are making impulse purchases or want the product <u>now</u>, m-commerce is ideal – but up until now, it has been expensive or difficult to implement. MobiCart enables free, easy-to-implement and personalized m-commerce solutions for users and developers alike.

MobiCart is the vendor and customer solution.

Vendors can easily make UI changes - a fully-customizable look and feel enables perfect integration with existing storefronts and an open API allows integration into existing e-commerce solutions. CMS functionality makes it easy.

<u>All this – and it's completely free.</u>

-over-

MobiCart offers all this to customers and vendors:

Free personalized mobile storefront apps for iOS and Android + Free Backend

- Users get their **own** app, linked to their mobile device and with strong security functionality to prevent lost or stolen phones from being used to purchase items. Integrated Paypal® makes the sale. **All for free.**

Existing website or not?

- No website, no problem - you don't need one! MobiCart also works as a standalone application so you can have your very own mobile shop without even having a website.

- With an open API, MobiCart is easily and quickly integrated into existing shopping cart solutions. Build and distribute extensions to the MobiCart marketplace and take part in the community.

Fully customizable and extensible, generates revenue and publicity via ecosystem

- MobiCart can be fully customized from the look and feel of your mobile shop, to adding products and pages to your app. It's your own shop with your own brand.

- The MobiCart marketplace is a core aspect of MobiCart. Developers can extend MobiCart and develop a whole series of add-ons, which they will then be able to give away or sell. MobiCart enables customers to save the thousands of dollars that would be required to develop their own application. It encourages the general public to drive industry growth by trying something new or testing an idea with no investment. It also empowers web designers to provide m-commerce to their clients, increasing sales, markets and services.

Update your app from anywhere

- MobiCart is Web-based so you can update your shop from anywhere, anytime. Whenever you update your products, MobiCart will automatically update your mobile shop on the appropriate product platform app store.

-over-