



**Multiline – Multi Number**

Link multiple numbers to a single device



# The Business Challenge



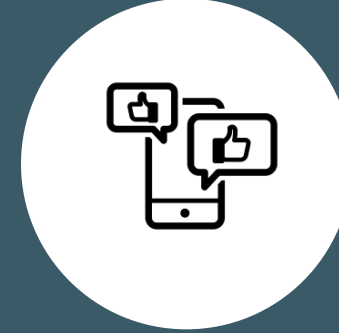
How to easily  
manage Business  
and Personal  
numbers



How to manage  
local business  
presence in  
foreign country



How to provide  
local access to  
Friends and  
Family in home  
country



How to avoid  
publishing  
personal number  
online for ads,  
listings, social  
network etc



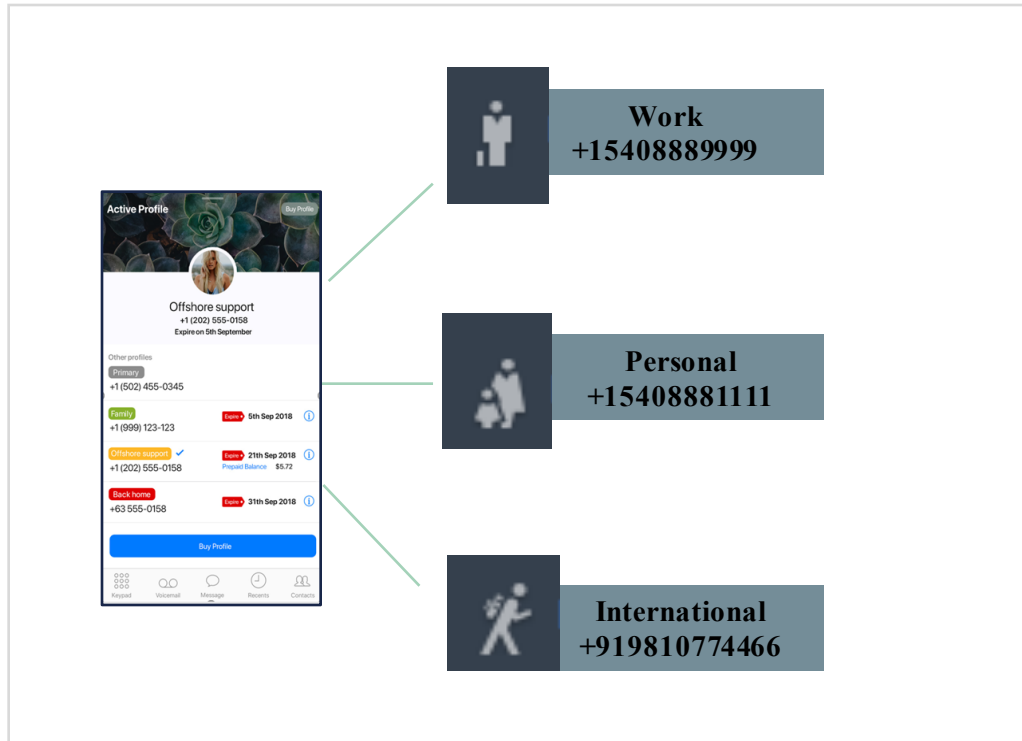
How to stay  
connected over  
WiFi without  
any Mobile  
coverage

**Subscriber Requirements**



# Multiline Solution

Link multiple local or international numbers to a single device



Feature Rich App with powerful backend hosted in cloud



Hosted Solution to reduce setup cost and accelerate launch



Global Number Coverage



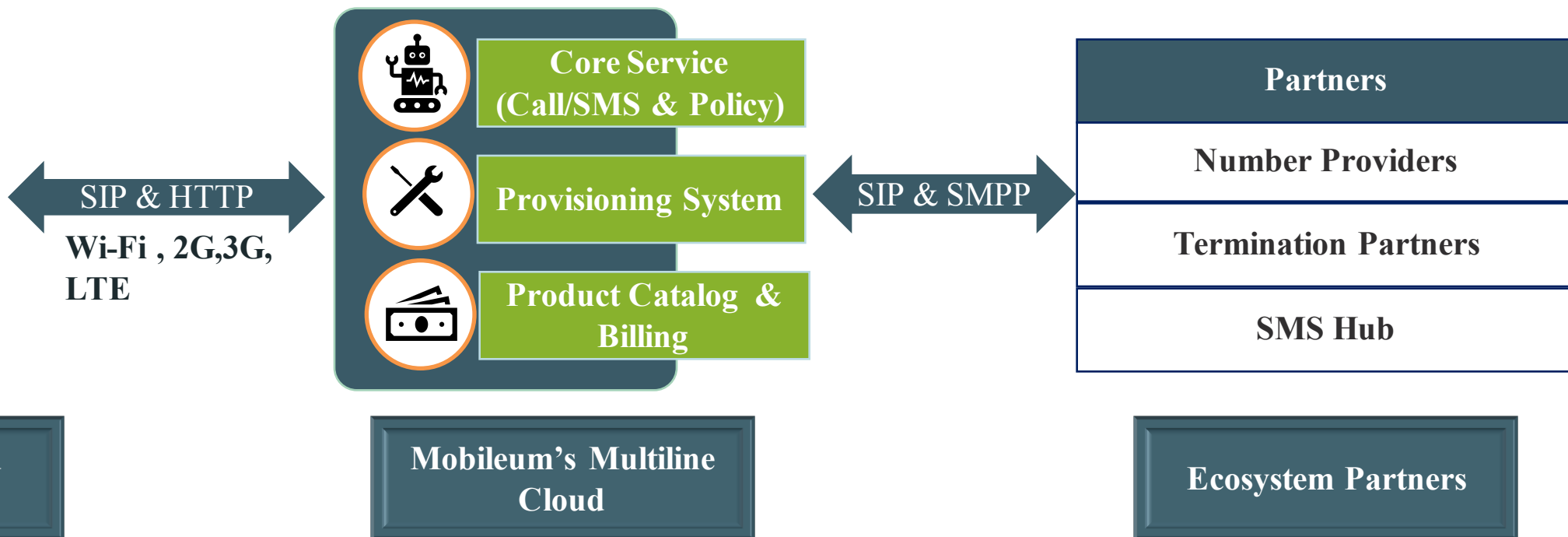
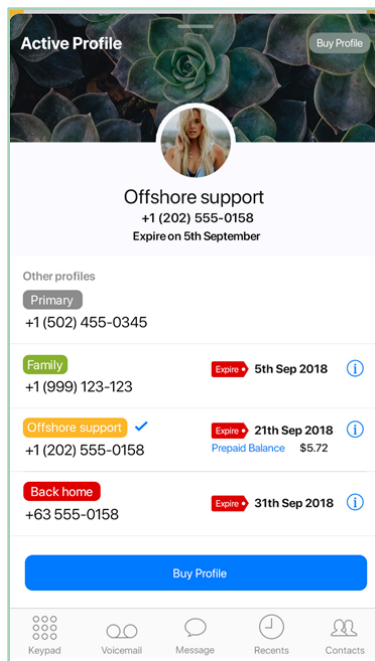
Turnkey solution with SmartPhone App , SIP Server, Virtual Numbers and Termination.



New Target customer : MVNOs and End Users



# Service Overview

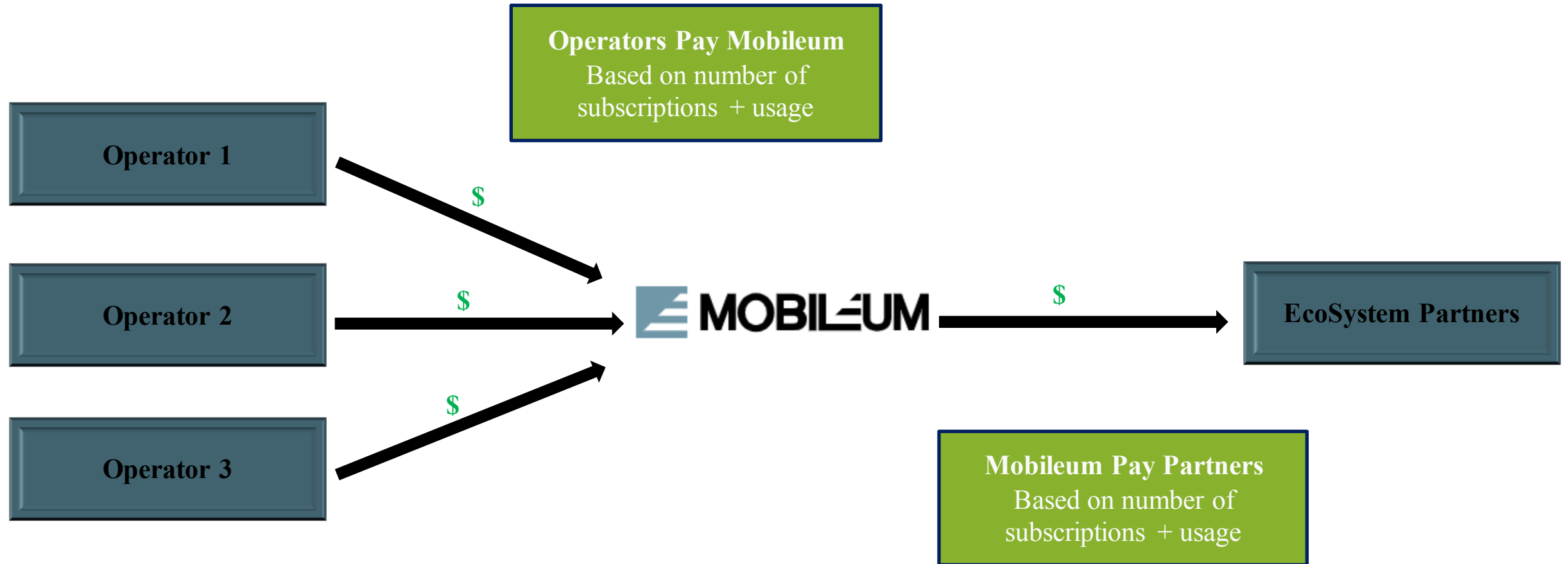








# Revenue Flow





# Operator Benefits



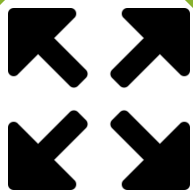
**Additional revenue from existing subscriber base**



**Reduce Churn: Lock in Premium subscribers**



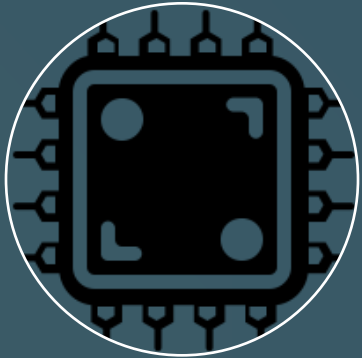
**Stay ahead of competition with premium service**



**Extend services to competitor's subscribers via OTT App**



# Why Mobileum?



## Turnkey Solution

- Turnkey solution with Smartphone App(SIP Client), Multiline Cloud and ecosystem of International Numbers.



## Rapid Service Deployment

- Quick launch using Mobileum's Multiline Cloud infrastructure.



## Deployment Flexibility

- Support for Cloud, In-Network or hybrid deployment.
- Easily integrate operator provided Numbers

**Unique advantages of Mobileum**





# Business Benefits

Operator Size	Subscriber Base	Monthly Subscription Fee	Yearly Additional Revenue (0.5% Uptake)	Yearly Additional Revenue (1% Uptake)
Small	5,000,000	\$5	\$1,500,000	\$3,000,000
Medium	20,000,000	\$5	\$6,000,000	\$12,000,000
Large	40,000,000	\$5	\$12,000,000	\$24,000,000

**New Revenue Source** (Increase ARPU)

**Reduce Churn:**  
Lock in Premium Subscribers

**Acquisition** of competitor's subscribers via OTT App



# Key Features

**Closed User Group  
(CUG)**

**Fair Usage Policy  
(FUP)**

**Operator Branded App  
or SDK**

**Voice and SMS Over  
IP**

**Time Based Barring**

**Unified Billing**

**Alerts & Notifications**

**Number Selection**

**Number Lifecycle  
Management**

**Separate VoiceMail**

**Pack Management**

**Operator Procured  
Number Integration**



# Pricing Models

## Revenue Share Model

<b>Monthly Charges</b>	<ul style="list-style-type: none"><li>• Monthly Recurring Fee per number</li><li>• Usage charge per number</li></ul>
<b>One Time Setup Fee</b>	<ul style="list-style-type: none"><li>• Integration of Multiline Hub with operator environment</li><li>• Mobile App Branding</li><li>• Testing and Training</li></ul>

## License Based Mode

<b>Perpetual License</b>	<ul style="list-style-type: none"><li>• Right to use the software version in perpetuity</li><li>• One off license</li><li>• Support and upgrades charged separately</li></ul>
<b>Third Party Hardware / Software Implementation</b>	<ul style="list-style-type: none"><li>• Third Party Hardware &amp; Software License Cost</li><li>• AMC for Third Party Hardware &amp; Software License</li><li>• Implementation Fee</li></ul>



**MOBILEUM**  
THANK YOU