



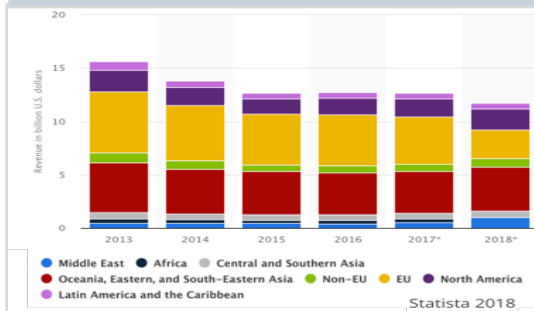
MOBILEUM
iCampaign



Business Challenges

International travel is increasing globally, But roaming revenue is not matching the trend

Declining outbound roaming revenue



Rising threats from substitutes

OTTs Local SIMs Local Prepaid Cards Global Data MVNOs WiFi



Unable to convert the Engagement to Intent to Buy

Poor campaign uptake

Mass marketing

Spamming – Non personalized offer

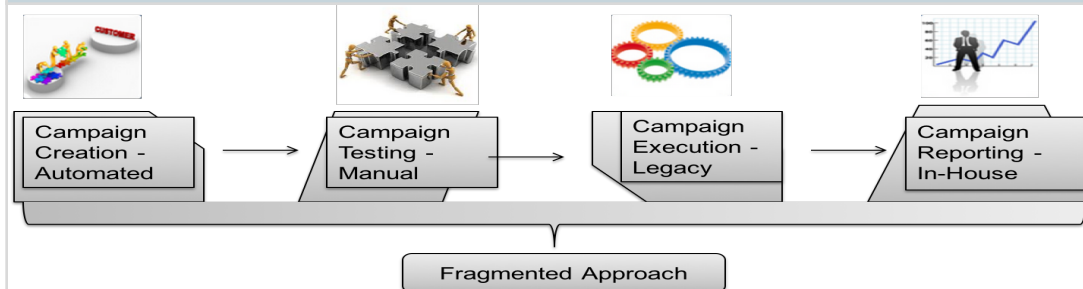
Wrong timing

Service discovery is a challenge



Fragmented Cumbersome Campaign Management

Lack of holistic view - Separate campaign creation, execution and monitoring



Regulatory Constraints

Evolving regulations on roaming notifications (opt-in / opt-out), roaming usage and frequency of customer contact negatively impacts roaming revenues





Business Need



Enhance roaming revenue and increase margins

Encourage customer to use roaming services instead of alternatives

Match right offer to right customer

Send promotion at right time to catch customer attention

Enhance overall customer engagement while roaming

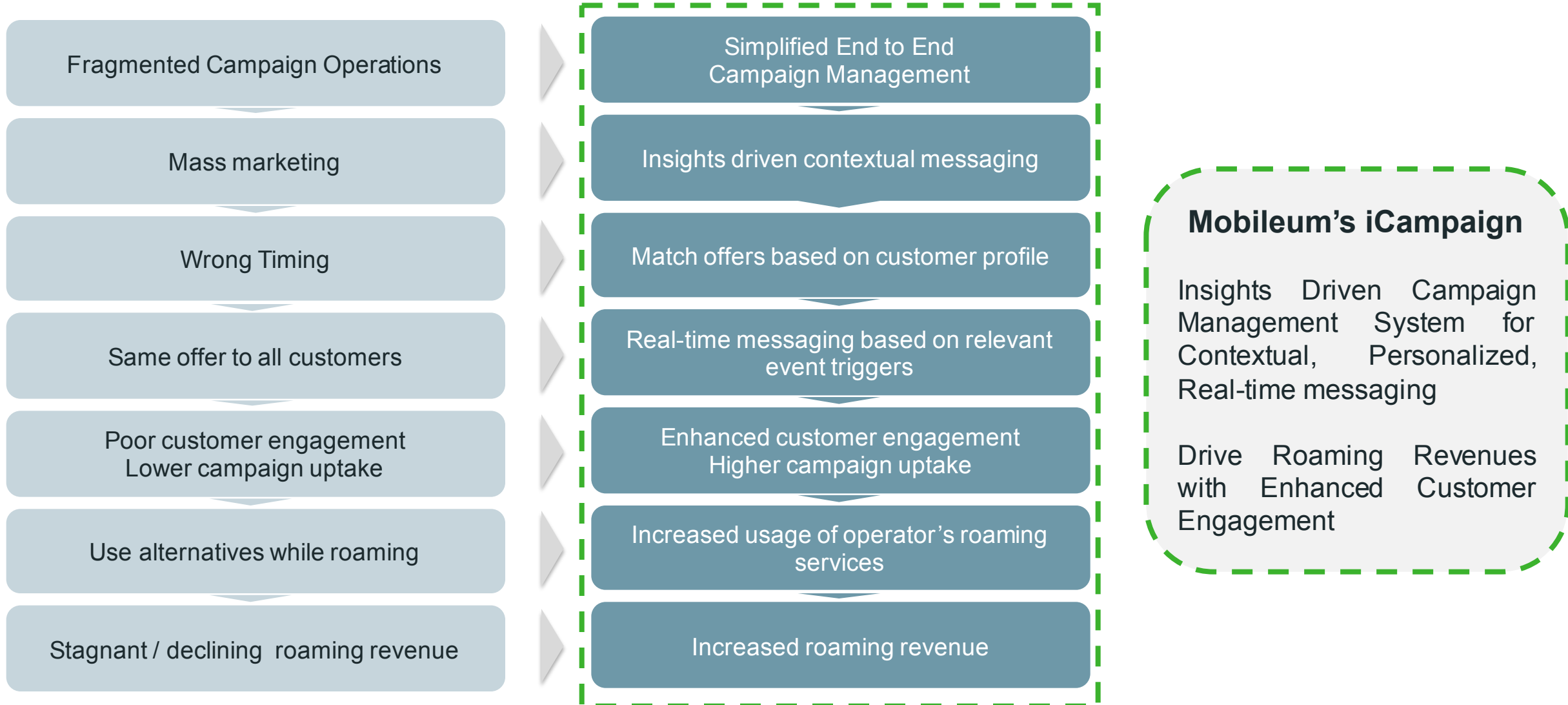
Streamline Campaign Management Operations and reduce dependency on IT

Manage Regulatory Aspects

Identify solution that offers quicker ROI



Path to Change / Vision





iCampaign - Enables Contextual Outreach at Various Travel Stages

Pre-Travel Campaigns

*Dear Customer,
Now travel abroad
without the fear of bill
shocks! For more details
on Airtel's New
International Roaming
packs, click
www.airtel.com/IR*

Reach out to domestic
subscribers* with
exclusive roaming offers
before travel

**Segments from Mobileum's Travel Prediction
proposition or third party engines*



iCampaign - Enables Contextual Outreach at Various Travel Stages





iCampaign - Enables Contextual Outreach at Various Travel Stages

Promote Travel Pass

Enjoy unlimited calling, texting along with 4G LTE data while you roam in Australia with our Daily Travel Pass at just 5 USD per day. SMS DAILY PASS to 121 to subscribe

Campaign Travel Pass based on subscriber's previous roaming usage history, trip patterns, domestic usage



iCampaign - Enables Contextual Outreach at Various Travel Stages

Target Silent Roamers

*Would you like to opt
for our free Data trial
pack for next 2 hours?
Please reply "YES" if
you want to use this
service.*

Campaign Trial Pack
(Data/Voice) Pack to
chronic Silent / first time
roamer



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Upsell

*Your data trial pack is about to expire. You can subscribe to our Social Media Pack – unlimited Whatsapp & Facebook for next 7 days at 5 USD. Dial *125# to subscribe*

Upsell roaming packs based on subscriber's usage / interests while roaming or at home



iCampaign - Enables Contextual Outreach at Various Travel Stages

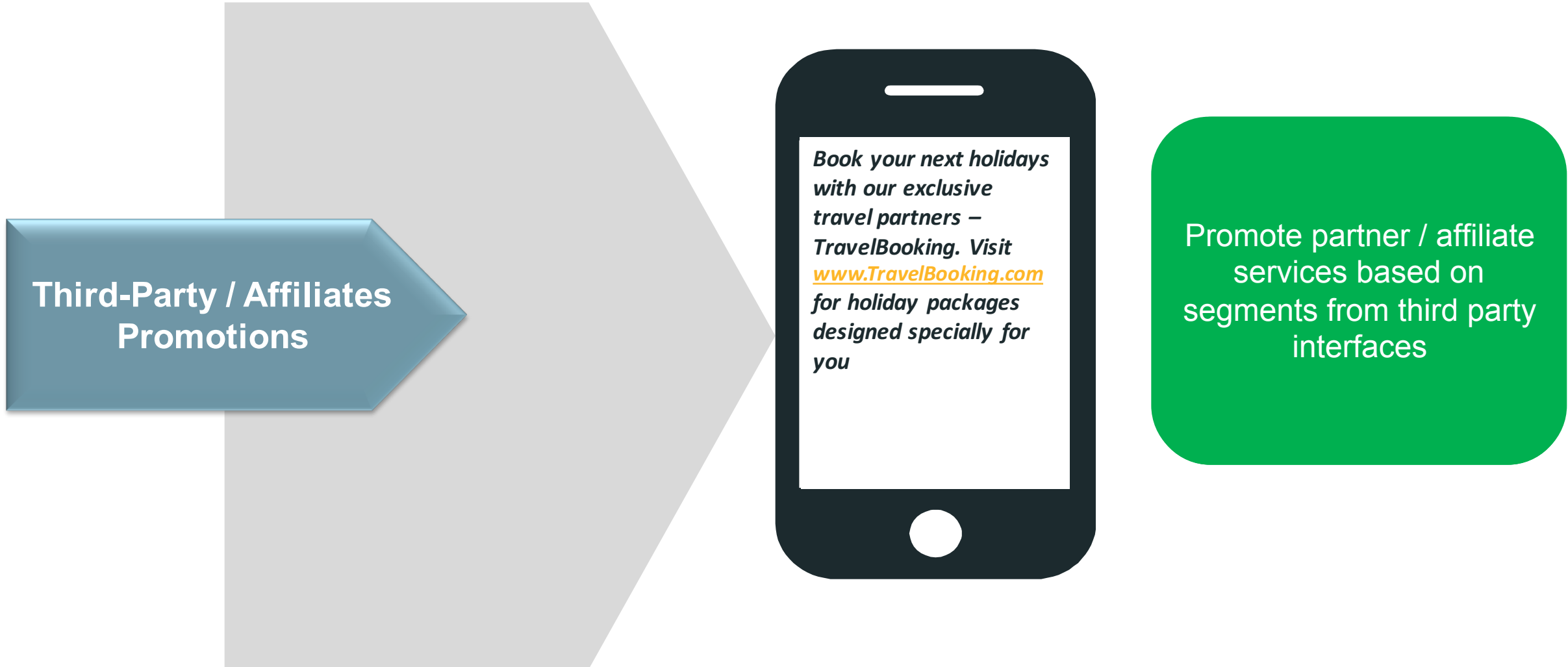
Welcome Back Survey

*Welcome to Kyivstar!
Thanks for using our
roaming services. How
much do you agree with
the statement:
"Roaming services meet
my expectations."
Reply from 0 to 10,
where 0 - absolutely
disagree, and 10 -
completely agree*

Conduct feedback
surveys on roaming
services when subscriber
returns back home after
roaming trip



iCampaign - Enables Contextual Outreach at Various Travel Stages





End to End Campaign Management

Define campaign	Select segment	Define Rules	Define Message	Define Action	Measure Uptake
<ul style="list-style-type: none">• Name• Goal• Region• Schedule (Daily / Weekly / Monthly)• Frequency	<ul style="list-style-type: none">• Inbound / Outbound roamers• Silent Roamers• Domestic Segments• Custom Segments• From external systems	<ul style="list-style-type: none">• Subscriber Filters• Location Filters• Network Triggers (Network Attach / Detach / Change)• External triggers (BSS)	<ul style="list-style-type: none">• Category – RTA, Welcome, Promotion• Message Text / Script• Preferred language• Sender Address• Template Parameters	<ul style="list-style-type: none">• Send message –Select Channel, Configure Spam Control, retrials• Call External Interface• Continue / Stop campaign	<ul style="list-style-type: none">• Track Campaign effectiveness – Delivery, subscriptions trends• A/B Testing• Fine tune Campaigns

Salient Features

Roaming, Local, Third Party / Affiliate Campaigns

Flexible Scheduling (Daily / Weekly / Monthly)

Multi-channel support – SMS, USSD, Flash, Email, In-App, RCS*

Interactive Messaging

Intuitive Rule Maker – Multi-level rules / actions

Event based messaging – Network / External triggers

Subscriber / Location Filters

Spam Controls, Throttling Controls

Campaign Simulation and Control Group Testing

Campaign Uptake Analytics

Multi-lingual Campaigns

Future Looking – LTE, VoLTE, VoWifi Support

**Roadmap*



Mobileum Advantages

Identify Segments

- Static Segmentation based on subscriber's CRM profiles, visited location attribute
- Segments from third party BI systems
- **Optional** - Inbuilt big data engine for advanced micro-segmentation (Usage, purchase propensity)

Run Contextual Campaigns

- User friendly GUI to configure and launch campaigns
- Intuitive rule engine – Multi-level rules and actions
- Control Group testing
- Monitor performance

Enhance Customer Engagement

- Contextual campaigns
- Personalized recommendations
- Preferred outreach digital Channel
- Triggers based Campaign delivery - Domestic, roaming, third party

Increase Revenue

- Targeted campaign with right pack recommendation at right time to increase uptake
- Quantify opportunities to achieve positive margins from various segments

Reduce Time to Market

- Speedy Cloud Deployment
- Flexible integration with BSS / CRM
- Pre-configured segments to target
- Ready to launch Campaign templates



Business Case

	Small (0-100k roamers)	Medium (100k-500k roamers)	Large (500k-1M roamers)
% of Roamers without Roaming Pack	90%	90%	90%
Average number of campaigns sent per day*	22,500	75,000	225,000
Average subscription fee per pack	5 \$	5 \$	5 \$
Campaign Uptake with contextual campaign	1%	1%	1%
Revenue from pack subscriptions per day	1.1k \$	3.75k \$	11.25k \$
Revenue from pack subscriptions per year	410k \$	1.4M \$	4.1M \$
ROI	Less than 6 months		

**Assuming – Mid size operator for the specified slab range*



Pricing Models

Software Pricing Models

Term License

- Right to use the software for a defined term
- Payment is as per the subscription periods
- Includes support and minor feature updates

Perpetual License

- Right to use the software version in perpetuity
- One off license
- Support and upgrades charged separately

Implementation and Third Party BoQ

Third Party Hardware / Software Implementation

- Third Party Hardware & Software License Cost
- AMC for Third Party Hardware & Software License
- Implementation Fee



MOBILEUM
THANK YOU