



**MOBILEUM**

**Subsidized Roaming**



# Current Scenario & Problem Statement

## Users' Behaviour

Number of travellers are far more than number of roamers

End user wants data roaming for free or at near local rates.

Prefer free Wifi and local SIMs

Globally ~80% roamers are silent data roamers.

## Operator Challenges

Telecom roaming revenue is stagnant.

Operators need mechanism to monetize their out roamers.

If users don't want to pay, Operator need ways to sponsor their usage to convert them to active roamers.

Need other revenue sources

## Leverage Travel Industry

Travel is \$1.3T industry & growing

Travel industry have marketing budget and margins.

CSPs needs ways to package roaming services with Travel spends, to drive roaming growth.

### Key Travel Brands

- Airlines , Hotels, Car rental, Food etc
- Apps like Operator App, TripAdvisor etc.



# Solution : Subsidized Roaming

Popular brands sponsoring subscribers' data roaming costs to drive consumption

## Win-win solution

- › Brands benefit due to exclusive access to operator customer base
- › Operators benefits due to increased roaming adoption (sponsor promoted).

BRAND  
VISIBILITY

NEW REVENUE  
SOURCE

CHEAP/FREE  
ROAMING  
ACCESS

To enable mobile operators to monetize their existing roaming subscribers by generating travel related revenue, via the ecosystem of online travel service providers

Potential to use this new revenue stream to subsidize services for customers



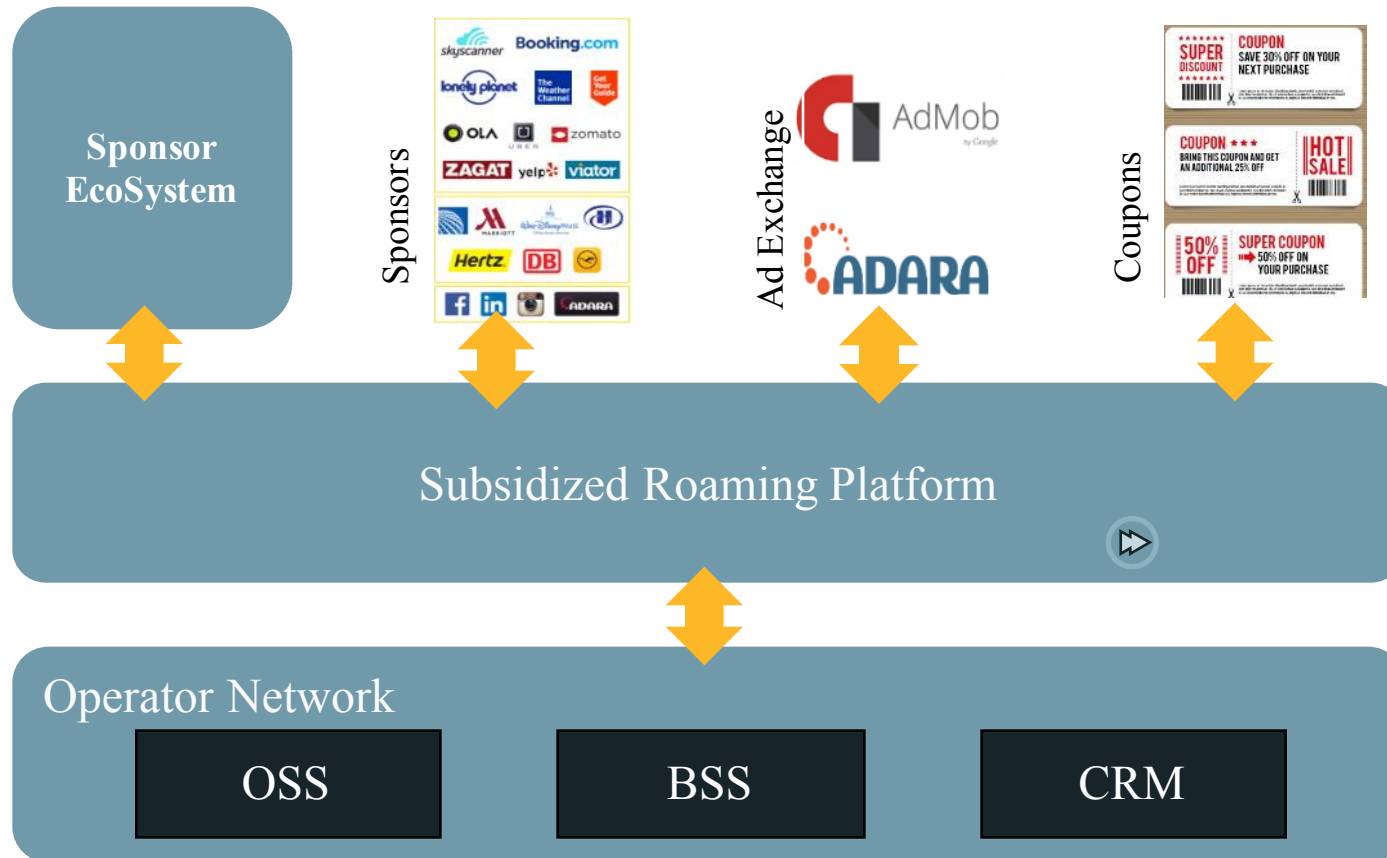


# MOBILEUM

## Offering



# Mobileum's Subsidized Roaming Platform



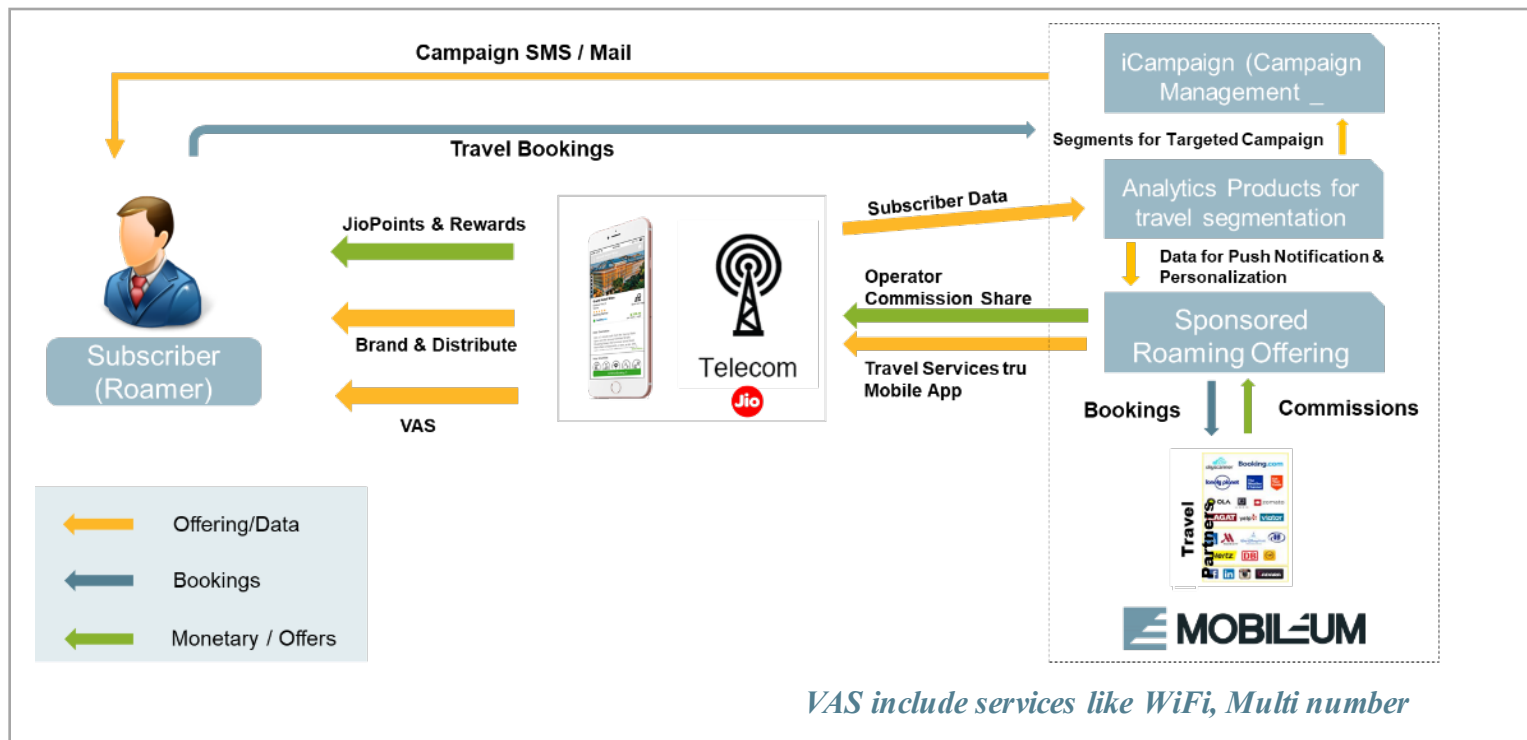
Mobileum's Subsidized Roaming Platform provides operators an ecosystem for external brands to subsidize roaming data



# Subsidized Roaming – The Big Picture

**Mobileum's Subsidized Roaming will enable Operators to offer low cost roaming to it's travellers**

Subsidized Roaming lets operator recoup their wholesale costs via commissions and ad revenue earned from influencing the sale of travel products



## Mobileum Solution Components

- Travel partner ecosystem (Mobileum)
- White label mobile app with Jio branding (Mobileum)
- Reward points loyalty system (Mobileum)
- Marketing, CSR queries, SMS campaign (Jio)
- Roaming analytics for customer segmentation, travel prediction (Mobileum; with Jio data)



# Travel Partners

Travel Service Line	Partner	Type	Commissions
Hotel Search and Booking	Booking.com	Transactional	Yes
Flight Search and Booking	SkyScanner	Transactional	Yes
Car Rental Search and Booking	SkyScanner	Transactional	Yes
Taxi-Hailing	Uber/Ola	Redirection	NA
Weather	Weather Channel	Content	NA
Currency	Fixer.io/Internal	Content	NA
Restaurant	Zomato/Yelp	Content	NA
Activities	Viator	Transactional	Yes
Travel Guide	Arrival Guide	Content	NA





# Delivery Channel



ROVNG

Powered by Mobileum

**Option A: Standalone  
App**

A new  
iOS/Android App  
that is Operator  
branded

Integrated SDK to  
existing Operator  
iOS/Android App



**Option B: Existing App**





# Hotel: Search and Book

← Stay

🌐

London, United Kingdom

Check In

Check Out

Sun, 22-Apr-18

Mon, 23-Apr-18

Room

Guest(s)

01

1 Adult

Search

POWERED BY:

Hotel Search

← London

22 Apr - 23 Apr, 1 Room, 1 ...

🔍

🌐

Popularity | Price

**Millennium Hotel London Knights...**  
17-25 Sloane Street, Knightsbridge  
★★★★★  
★ Free Daily Combo Pack AED 1188.96

**Radisson Blu Edwardian, Bloomsb...**  
9-13 Bloomsbury Street, Nr Covent Garden  
★★★★★  
★ Free Daily Combo Pack AED 949.22

**Park Plaza Victoria London**  
239 Vauxhall Bridge Road  
★★★★★  
★ Free Data Pack - 500 MB AED 693.84

**The Langham London**  
Portland Place  
★★★★★  
★ Free Data Pack - 300 MB AI

Hotel List - Packs

← London

22 Apr - 23 Apr, 1 Room, 1 ...

🔍

🌐

Popularity | Price

**Millennium Hotel London Knights...**  
17-25 Sloane Street, Knightsbridge  
★★★★★  
★ 200 points / room night AED 1188.96

**Radisson Blu Edwardian, Bloomsb...**  
9-13 Bloomsbury Street, Nr Covent Garden  
★★★★★  
★ 170 points / room night AED 949.22

**Park Plaza Victoria London**  
239 Vauxhall Bridge Road  
★★★★★  
★ 110 points / room night AED 693.84

**The Langham London**  
Portland Place  
★★★★★  
★ 100 points / room night AI

Hotel List - Points

← Millennium Hotel Lon...

22 Apr - 23 Apr, 1 Room, 1 Adult

🌐

**Millennium Hotel London Knightsbridge**  
17-25 Sloane Street, Knightsbridge, London, SW1X 9NJ  
★★★★★  
Show on map

Booking Partner  
 **AED 1188.96**  
for 1 guest(s) for 1 night(s)

Sponsored Packs  
★ Free Daily Combo Pack Show More...

Hotel Description  
With a prestigious location on Sloane Street, in the heart of fashionable Knightsbridge, the 4-star Millennium Hotel has luxury rooms, a stylish cocktail bar and modern Chinese cui...  
Show More...

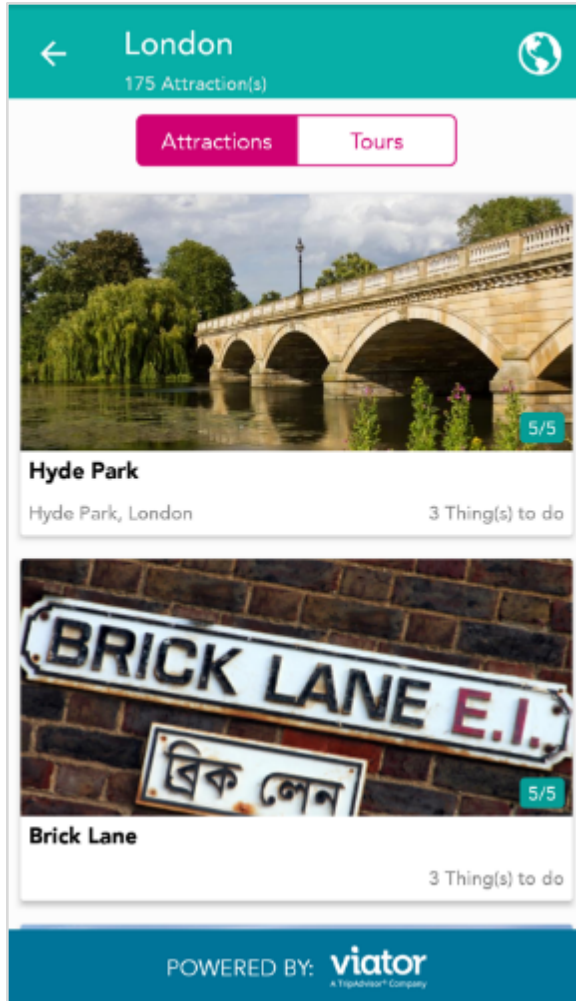
Hotel Amenities  
  
Show More...

Continue Booking

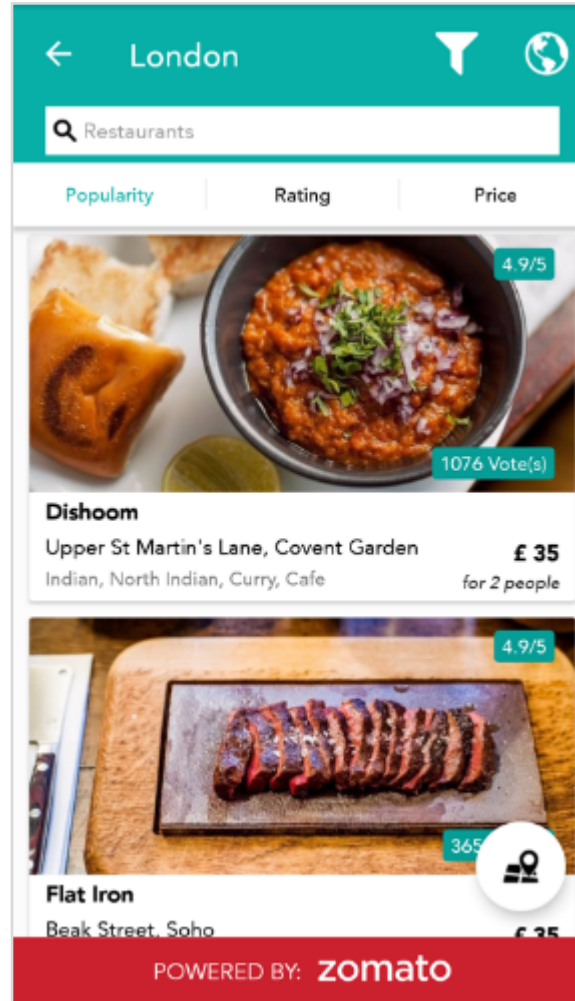
Hotel Details



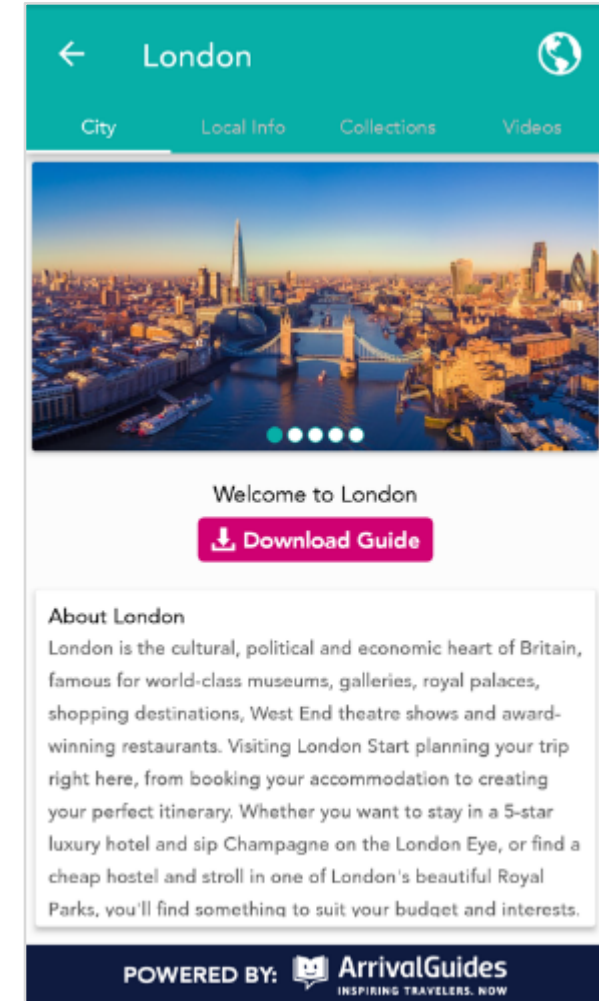
# Activities, Food, Local Guides



Activities



Restaurants



Guide





THANK YOU