INFORMPARTNER

2019

Content and Service provider

VAS-platform vendor

VAS-aggregator

Anti-Fraud service vendor

Business intelligence service provider

MWC19™
Barcelona

INFORMPARTNER

Being with us is awesome

- Over $300 mln annual Revenue for Mobile Network Operators

- The largest player in the VAS market of Eastern Europe

- Aggregator of over 350 content services

- We work in the European, Asian, African and South American markets

- Direct contracts with major MNO of Eurasia and Africa

- The most effective fraud protection in the market

- Over 15 years of experience in the Internet traffic monetization market

- Over $100 mln annual advertising costs

- Own sources of users attraction

- VAS-Platform vendor for MNO

Collaboration Formats

Are you a Mobile Network Operator?

- Content / Service Provider with reliable fraud protection
- VAS-Platform is a Value-Added Services management system
- Anti-fraud as a Service
- Customer attraction for the VAS business segment
- Market and traffic analysis as a Service
- Value-Added Service aggregator

Are you a provider of Internet traffic or content?

We can buy it

Are you a VAS-aggregator?

We could be your biggest partner

Are you a service-provider, owner of your own web service or mobile application?

We can give you new monetization tools and entry into new markets

Are you a Mobile Network Operator and you want to work successfully in the VAS market?

The Voice/SMS Revenue share in MNO income has halved in the past five years.

Under such conditions, Value-Added Services (VAS), which can bring additional revenue to MNO, are and will be the most important driver for financial stability ensuring.
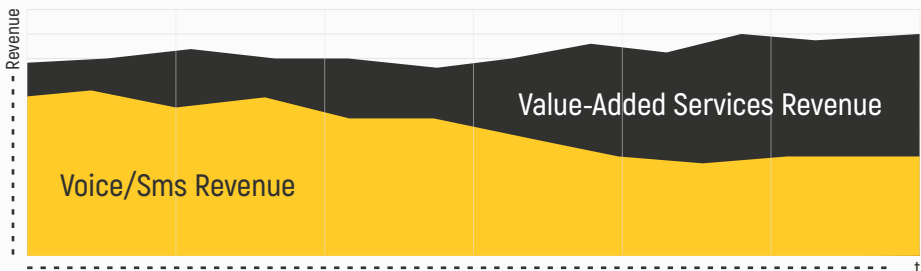
5 tasks that a MNO needs to solve to ensure high performance in the VAS market:

1. A large number of various services
2. Internet traffic attraction
3. Fraud management
4. High quality analytics of the accumulated data
5. High-performance VAS-platform

INFORMPARTNER can independently solve for a Mobile Network Operator any of these problems or all at once!

For Mobile Network Operators

**You need to offer your subscribers a variety of services.
You have to accurately allocate the target audience and create a service based on its requests.**

We can offer your subscribers services and monetization in various applications:

- Games
- Dating
- Entertaining Video
- Quizzes
- News
- Antiviruses
- Movies
- Adult video
- Parental control
- File sharing
- And many others ...
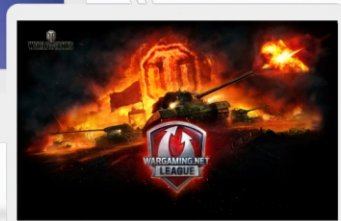
For Mobile Network Operators
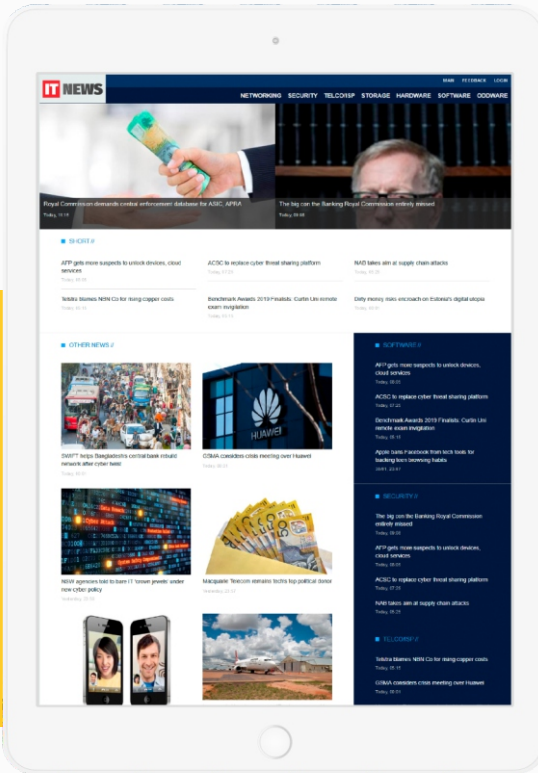
The famous and
popular worldwide
game content ....

... which will be of
interest to users of
all ages and
nationalities

MOBILE

Interesting and diverse services

FOR MOBILE NETWORK

OPERATORS

News

Fitness

Films

Weather

Entertainment

And much more

CONTENT

Interesting and diverse services

For Mobile Network Operators

Internet traffic is the main channel for Value-Added Services consumer attraction.

The most promising direction in the VAS market development is the sale of various content services using DCB (Direct Carrier Billing), especially "One Click flow", where a user can pay for or subscribe to a special one-page website called landing page or a special application screen. This is the most convenient payment method using a mobile phone account.
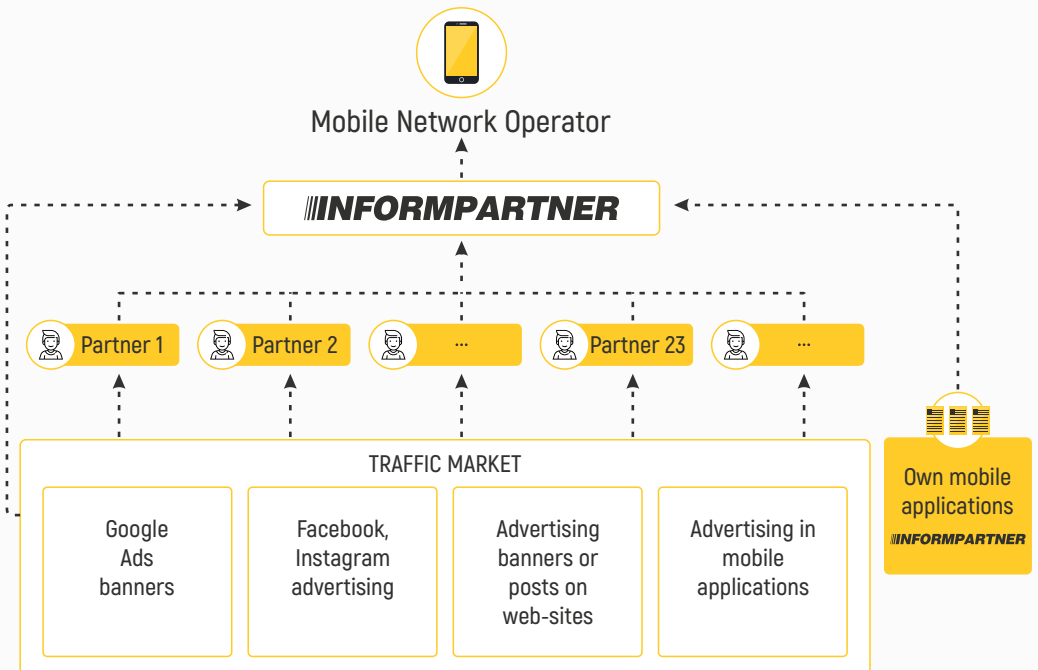
In order to receive VAS revenues consistently, you have to buy a huge amount of Internet traffic and send it directly to the services sold or to the corresponding Landing Pages.

The problem is that internet traffic attraction is unconventional business for Mobile Network Operators and it is extremely difficult to achieve the necessary economic efficiency in these processes.
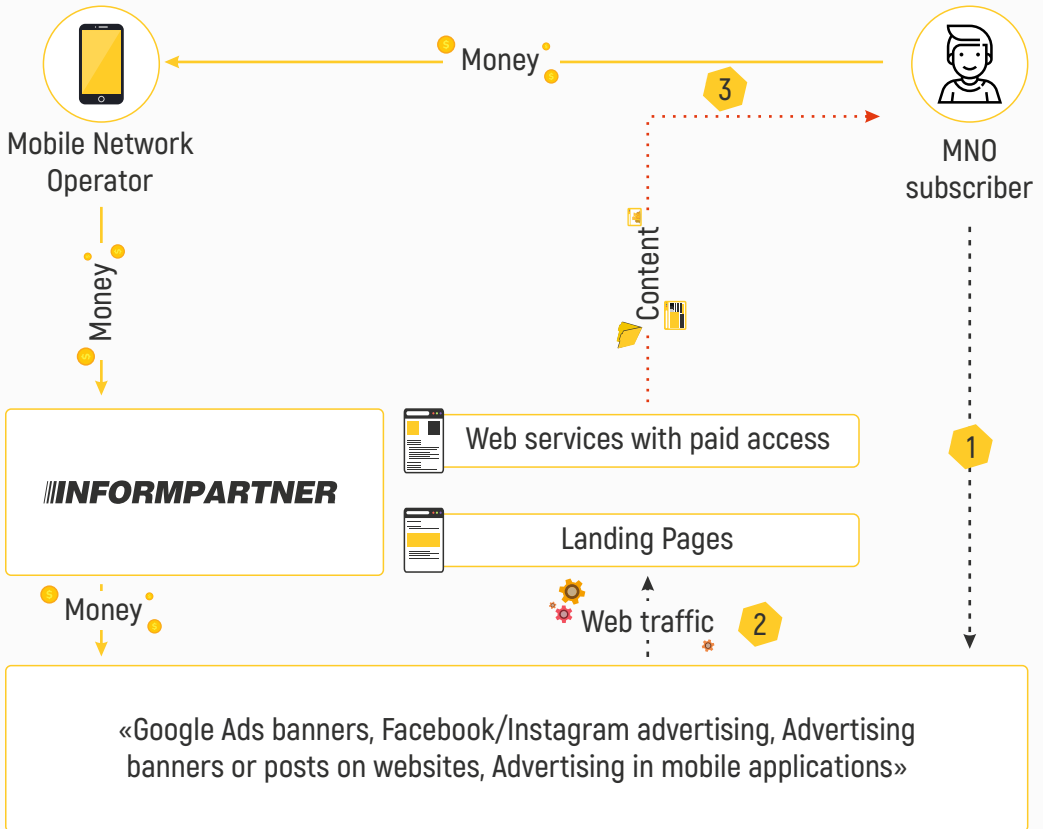
For Mobile Network Operators

INFORMPARTNER has vast experience in Internet traffic attraction from various sources. In addition to this, we have a wide active partner network of Internet companies and individual webmasters who are ready to join the traffic attraction around the world to the offers we will offer them.

Mobile Network Operator

INFORMPARTNER

Partner 1   Partner 2   ...   Partner 23   ...

Own mobile applications
INFORMPARTNER

TRAFFIC MARKET

| Google Ads banners | Facebook, Instagram advertising | Advertising banners or posts on web-sites | Advertising in mobile applications |

We launched the production of our own mobile applications for iOS and Android in order to receive additional, fully controlled, clean and exclusive traffic.

Web traffic attraction

For Mobile Network Operators

Example. DCB (One click flow). How it works.

Mobile Network
Operator

Money

3

Content

MNO
subscriber

1

Money

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Web services with paid access

Landing Pages

Money

Web traffic

2

«Google Ads banners, Facebook/Instagram advertising, Advertising
banners or posts on websites, Advertising in mobile applications»

1 A Mobile Network Operator's subscriber visits various resources on the
Internet, stumbles upon advertisements and clicks on them.

2 The subscriber gets on the landing page and after 1 click on a special
button subscribes to the service.

3 From this point on, the subscriber has access to the content on the
web service and money from his/her mobile account begins to be
written off to pay for the service.

Web traffic attraction

For Mobile Network Operators

Mandatory part of the business in the VAS market, especially for DCB-subscriptions is the control of attracted Internet traffic, including fraud management.

What could be wrong with the mobile traffic purchased by you or your partners?

1 You can get traffic that is initiated by malware on infected phones. In this case, clicks on Landing Pages are made not by the subscriber, but by the bot.

2 Promotional materials or Landing Pages can be shown in partial form or embedded in other pages via iFrame, thus misleading the subscriber regarding the service.

3 Promotional materials may deliberately or unintentionally deceive the subscriber due to incorrect description of the service on them or due to automatic modification of ads on the side of the advertising network.

4 Cheap Internet traffic may be attracted by unscrupulous partners from illegal content resources.

Web traffic control and Fraud protection

For Mobile Network Operators

I. Online Protection

Automatic Protection

The amount of fraudulent web traffic in ad networks remains high.
We cut off most of the traffic from infected mobile phones using an online anti-fraud system.

Traffic market		Online Anti-fraud systems	Landing Pages
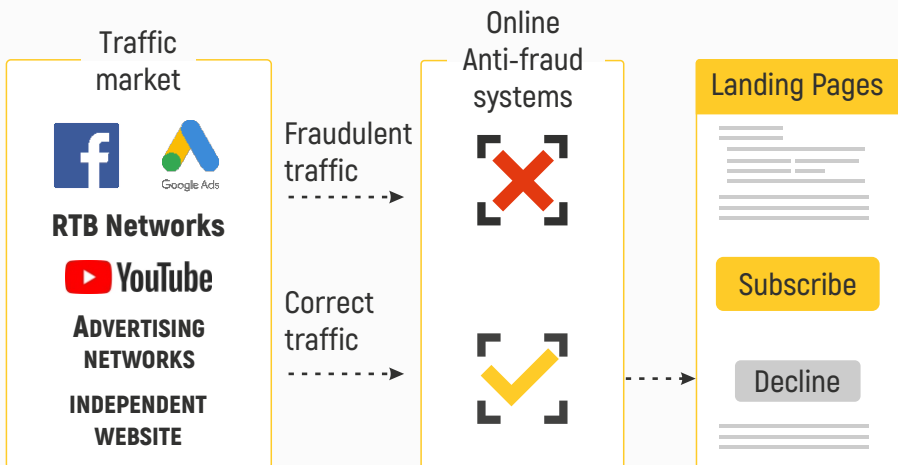
Automatic Monitoring

To increase the effectiveness of the struggle against incorrect advertising attraction, we use automated monitoring of the Internet traffic market to struggle against the use of:

- prohibited traffic sources
- incorrect advertisements

Web traffic control and Fraud protection

# For Mobile Network Operators

Manual monitoring 24/7

None of the currently existing anti-fraud systems is able to fully protect a Mobile Network Operator from violations in the traffic attraction. Even advertising through Google Ads, which is considered safe, is often used in such a way that users are deceived about the content of the service. Team of Anti-fraud department monitors all violations of web traffics attraction rules by traffic suppliers and instantly stops these flows in 24/7 mode. Without manual control of attraction mechanics and market monitoring, the cleanliness of the traffic involved, which is necessary for the high-quality development of the Mobile Network Operator's business VAS segment cannot be ensured.

Web traffic control and Fraud protection

For Mobile Network Operators

II. Retrospective analytics due to processing feed backs from subscribers (use case)
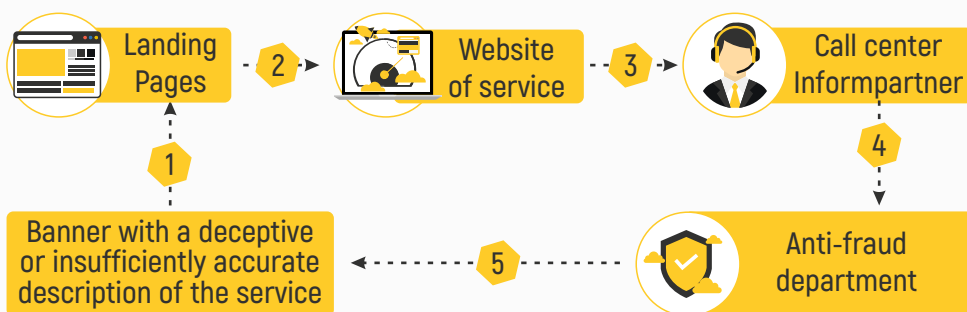
1. The subscriber sees an ad banner with incorrect information, clicks on it and hits the Landing Page.

2. After 1 click subscription, the user goes to the website of the service and notices that the service itself does not match the description on the advertising banner.

3. The user sees in the SMS, received at the subscription, the Informpartner call center number, calls and complains.

4. Call center specialists interview the user, describe the complaint and the information is transmitted to the anti-fraud department.

5. Anti-fraud department employees check the correctness of advertising materials and take measures to eliminate violations and penalize violators.

Web traffic control and Fraud protection

For Mobile Network Operators

How to use our mechanics in the struggle for the loyalty of the subscribers?

1 Working in any market, we use the same standards in ensuring high quality of the attracted Internet traffic and in fraud management. If we become your partner as a VAS-aggregator or as a Content/Service Provider, we guarantee the use of all the described mechanisms and you will quickly notice how the subscriber loyalty to you and your service will increase.

2 Possessing unique competencies in this niche and effective highly specialized antifraud systems, we can offer you Anti-fraud Control as a Service. We will help you to make the market clean and non-toxic.

Web traffic control and Fraud protection

For Mobile Network Operators

High-quality data analysis can be a major engine development of the business VAS segment.

What should analysts do?

- Market, competitive environment and development trends analysis

- Using Big-Data solutions for setting and testing of hypotheses regarding the growth of business efficiency

- Mathematical analysis of data for operational, tactical and strategic decisions adoption

## What results can be achieved only completely using high quality analytics

- Revenue growth

- Optimization of the services offered (based on a/b tests and LTV comparison)

- Subscribers loyalty growth

- Reduction of the number of complaints from subscribers

High quality analytics

For Mobile Network Operators

Our real case

+10,6%

Daily Revenue

Number of complaints to the MNO's call center

-9%

-46%

(1)

(2)

Mar 17   May 17   Sep 17   Nov 17
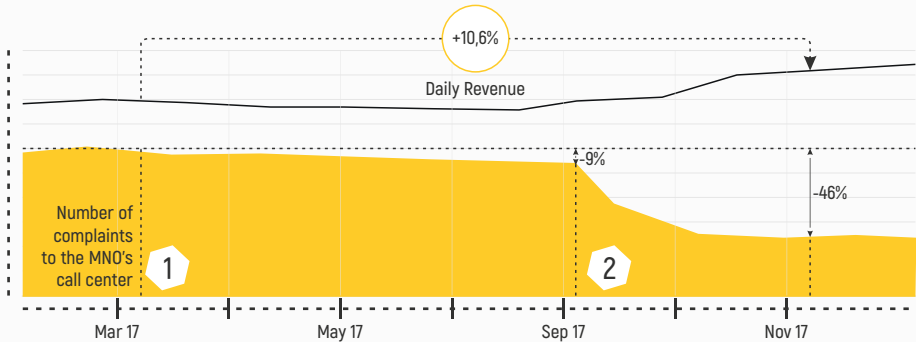
1 Point-based adjustment of pricing for services

2 Beginning of applying machine learning algorithms to filter traffic

Decisions made thanks to high quality analytics and the inclusion of a traffic filtering mechanism based on machine learning methods allowed us to reduce the number of subscribers dissatisfied with the services by 2 times for 7 months during 2017 and to ensure revenue growth from this direction by 10.6% for the MNO from BIG3 Russia.

High quality analytics

For Mobile Network Operators

The Mobile Network Operator needs a flexible and reliable technical platform that would allow it to quickly launch and maintain stable VAS-services
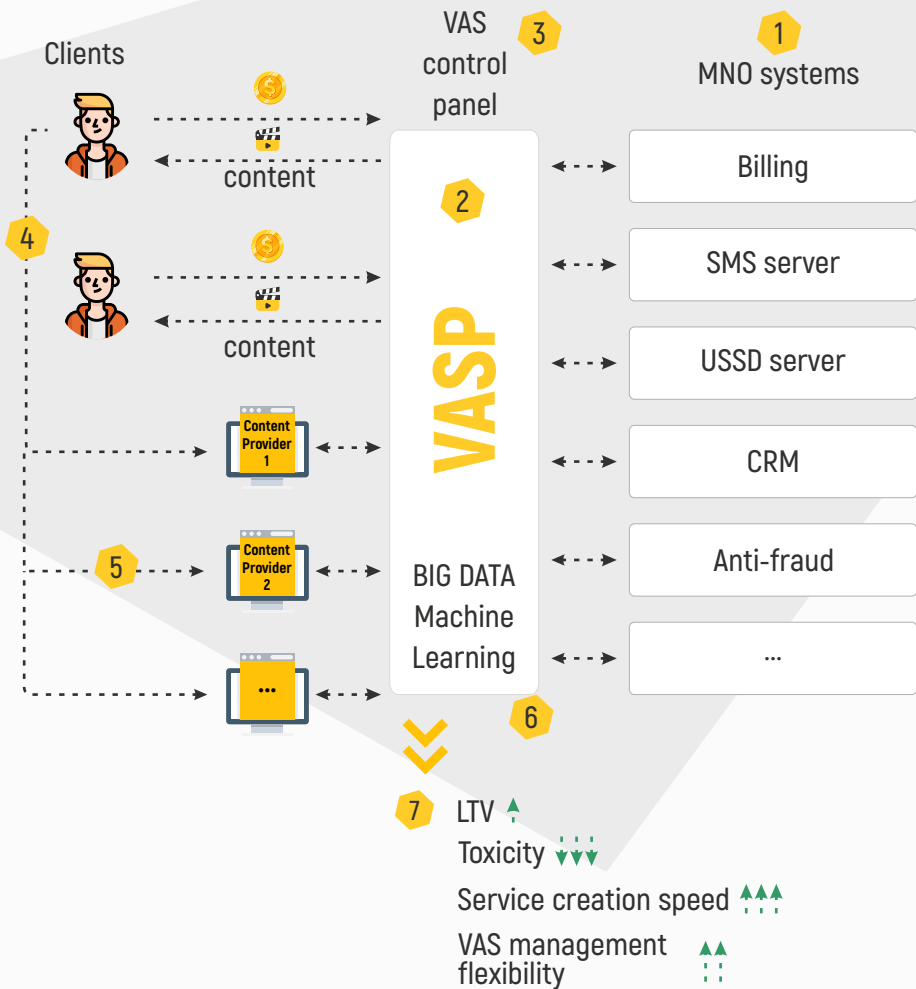
We have independently developed a VAS-platform, which has already been installed and has been successfully working for one of the Russian Mobile Network Operators with 70+ million active subscribers for more than 2 years.

Its main competitive advantages over analogues are:

- ⬡ High launch speed of new services
- ⬡ The widest range of supported service formats (DCB, MO, MT, Voice, Premium SMS, Applications, Premium USSD, Push and others)
- ⬡ Flexible work setting
- ⬡ Reliability and failsafety
- ⬡ Built-in fraud management mechanisms
- ⬡ The ability to accumulate relevant Big Data for further analysis

VAS-Platform

Clients

VAS control panel ⬡3

MNO systems ⬡1

content

⬡4

content

⬡2

VASP

Content Provider 1

Content Provider 2

⬡5

BIG DATA Machine Learning

...

Billing

SMS server

USSD server

CRM

Anti-fraud

...

⬡6

⬡7 LTV ↑
Toxicity ↓↓↓
Service creation speed ↑↑↑
VAS management flexibility ↑↑

1 MNO internal IT systems requiring integration for correct functioning of the Platform. The more integrations, the more flexibly you can manage VAS services.

2 The platform has highly customizable business logic, which will help to configure services in the most detailed way to meet business needs and monitor performance.

3 The technological component of the platform allows you to quickly implement it into the MNO's contour on low-power servers due to horizontal scaling.

4 API platform allows users to pay for and receive content through various channels (SMS/USSD/LP/APP/VOICE).

5 Content Provider has all the necessary tools to quickly create and harmonize services, as well as a convenient API for interaction with the Platform.

6 BigData accumulation mechanisms, as well as machine learning tools on this data, allow achieving large-scale business effects.

7 Examples of such effects can be a significant increase in LTV, a reduction in the toxicity of services, a reduction in the time it takes to create and harmonize services and a significant increase in VAS management flexibility in general.
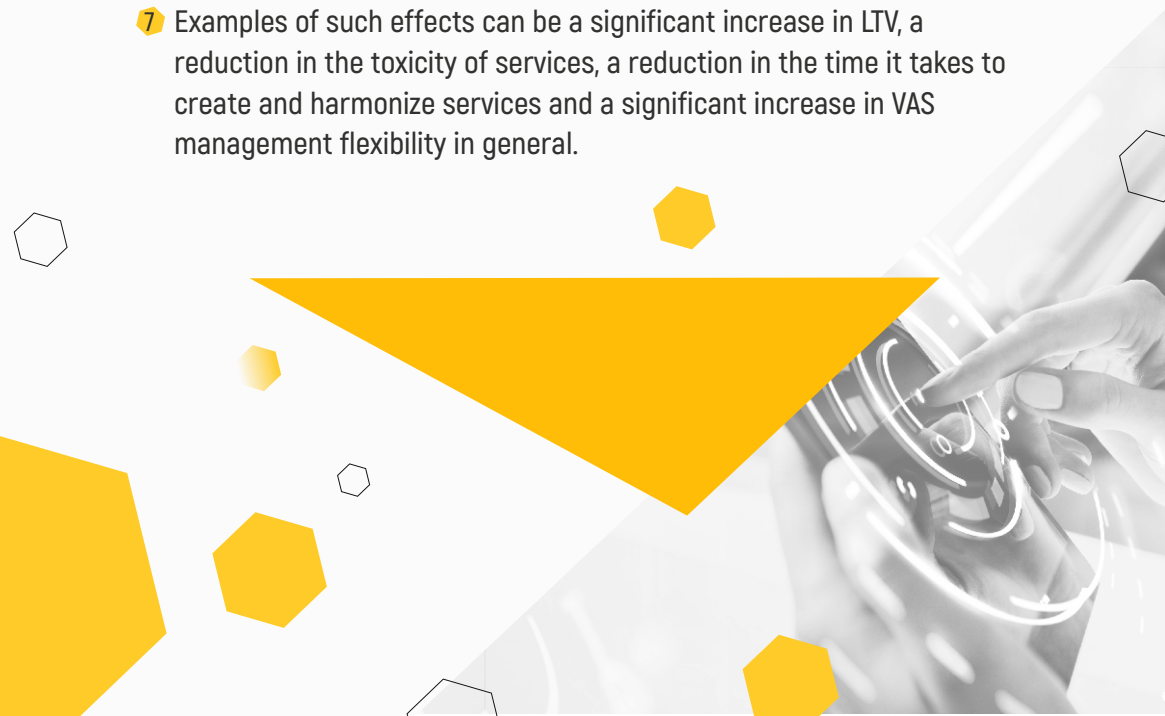
For Mobile Network Operators

As shown by a comparative analysis, the replacement of a technical platform serving the VAS segment of a business can bring up to 40% of additional revenue simply due to:

- work stability

- the ability to quickly create interesting services for users

- flexible monetization settings

- high-quality analysis of correctly and fully collected data

- monetization of applications through payment from a mobile phone account without AppStore or Google Play involvement

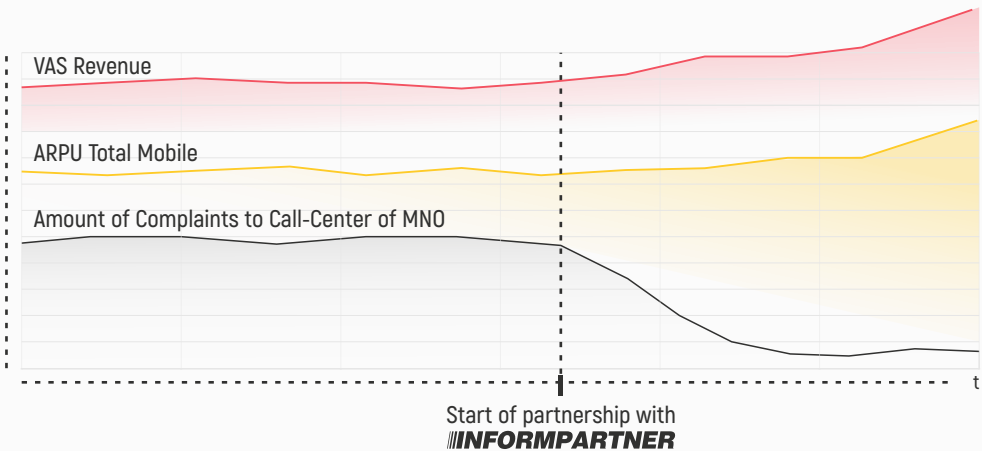**INFORMPARTNER can give you such a platform, fully configure and maintain it throughout the entire period of operation**

VAS-Platform

For Mobile Network Operators

We can become for you:

- ⬡ **VAS-platform vendor**
- ⬡ **Content/Service provider (VAS-provider)**
- ⬡ **VAS-aggregator**
- ⬡ **Anti-Fraud service vendor**
- ⬡ **Business intelligence service provider**

Your business performance

VAS Revenue

ARPU Total Mobile

Amount of Complaints to Call-Center of MNO

t

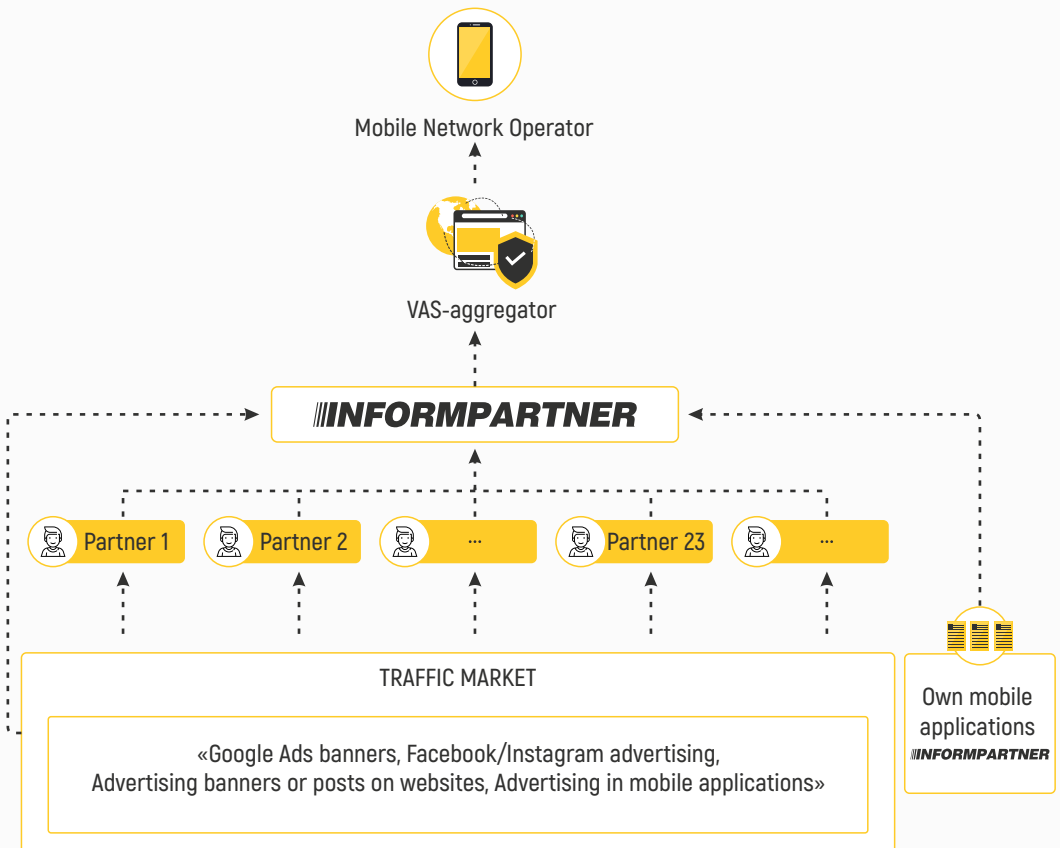Start of partnership with
⫽⫽⫽**INFORMPARTNER**

For VAS-aggregators?

We are ready to give you the tons of high-quality traffic from different sources if we get good conditions of partnership.

Why we can give you a lot of web-traffic?

Because thanks to our own professional attraction, our own sources of traffic and a huge affiliate network, we can receive a huge part of potentially interesting traffic.

Mobile Network Operator

VAS-aggregator

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Partner 1   Partner 2   ...   Partner 23   ...

TRAFFIC MARKET

«Google Ads banners, Facebook/Instagram advertising,
Advertising banners or posts on websites, Advertising in mobile applications»

Own mobile applications
///INFORMPARTNER

For web traffic supplier

⬡ We can give the largest and most stable payouts in the markets where we operate – chart +5-10% compared to competitors.

+ 5-10%

You earn Now

You'll earn being our partner
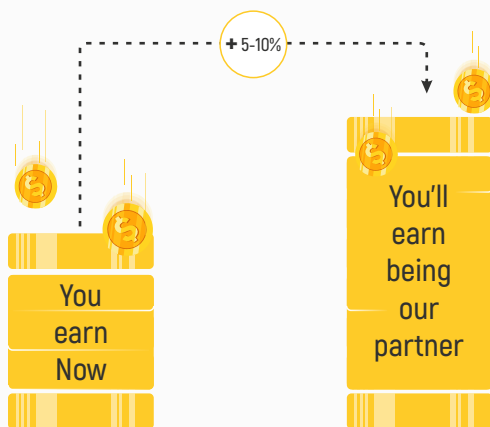
⬡ We never deceive our partners, always pay all the money they earned.

⬡ We can propose you a lot of profitable offers, not only from mobile subscriptions niche – thanks to the exclusive position on the markets, we can offer our partners unique financial terms.

Are you VAS-provider?

If you already provide VAS services to subscribers of Mobile Network Operators and work professionally with Internet traffic, we can open new markets for you.

Mobile Network Operator

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| Partner 1 | Partner 2 | Partner 3 | Your Company |
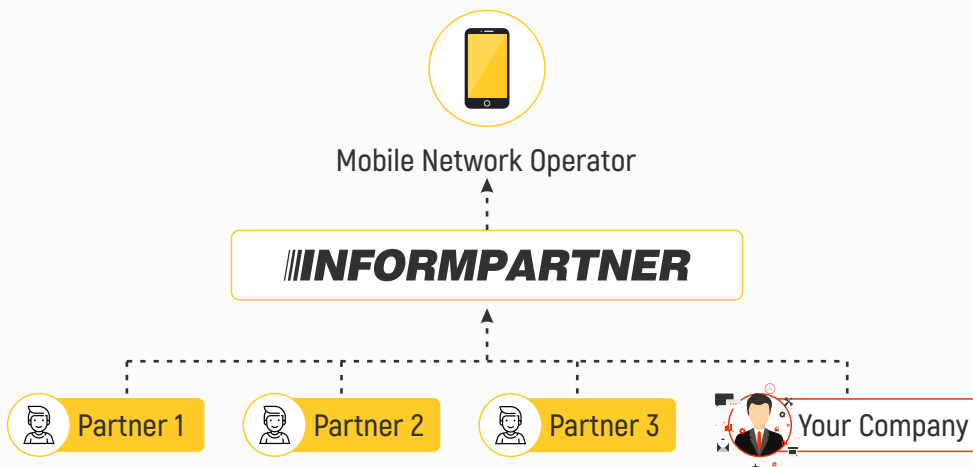
Our technical solutions and exclusive agreements can increase the economic efficiency of traffic.

We appreciate honest partners and are always honest to them.

We do not allow fraud and dumping in markets that control and always maintain an effective competitive environment.

Are you content supplier?

Show us your content and perhaps we will buy it!
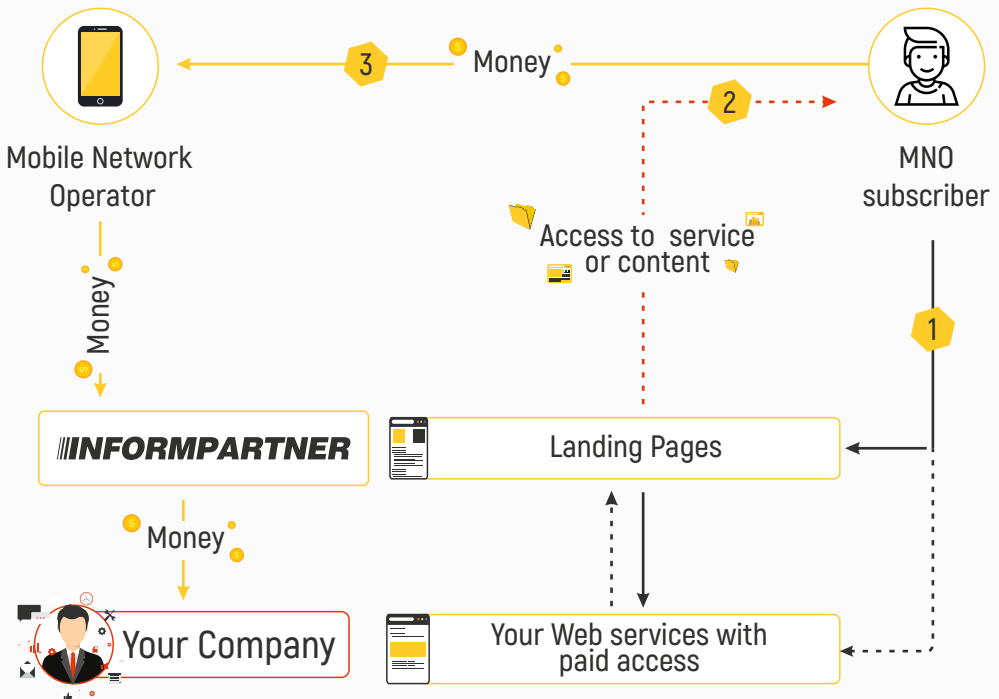

Content supplier

INFORMPARTNER
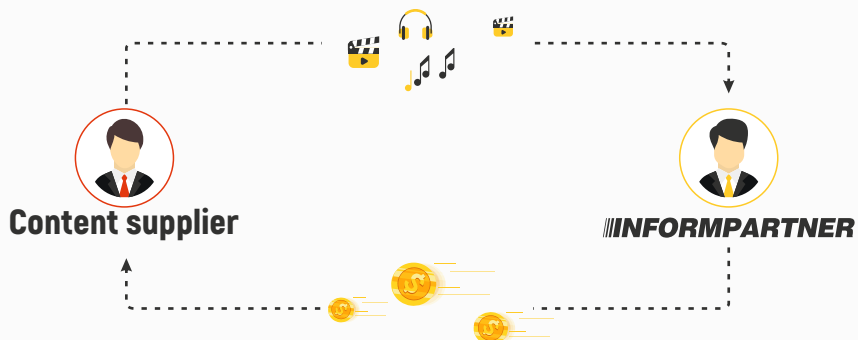
We have a huge practical experience in creating web services for monetization in the VAS market from almost any content. And your content can certainly be made even more commercially successful.

For Owners of web-services

How you can monetize your web service through 1 click flow (DCB)

1 The Mobile Network Operator subscriber gets to the Landing Page through an advertisement on the Internet or directly from the website of your service, where he/she can subscribe in one click.

2 The user gets access to the service/content.

3 From this point on, money from his/her mobile account begins to be written off to pay for the service, the Mobile Network Operator transfers the remuneration to us through revenue-sharing scheme, and we deduct you our commission.

Contacts ⫽⫽INFORMPARTNER

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