



vopium
Reach the world for less

Tap into the Explosive Growth and Demand for Rich Mobile Voice Services

WHITE LABEL SOLUTION

vopium

Presentation overview

Part 1:

Market drivers & trends of mobile VoIP

Part 2:

**Vopium VoIP application –
features & end user benefits**

Part 3:

**Technical highlights –
Vopium - White Label Solution**

Part 4:

Commercial Business Case

Introduction to Vopium

Short History

- Tanveer Sharif, Founder: Fed up by calling card solutions back in 2006. Vopium launches first app in 2007 on Nokia.

Facts

- Vopium is a new generation – global mobile communications enabler, offering an application based, low cost solution
- 46 countries
- End users get a complete, integrated voice, SMS, IM offer
- Intelligent mobile software ensures least cost routing with superb voice quality (GSM, or VoIP/Wi-Fi, VoIP/3G)
- 100+ employees - management team in Copenhagen, Denmark, Development team in Pakistan

An outlook – the future of Mobile VoIP

Now, nearly five years since mobile VoIP services were first introduced, it is on the cusp of moving beyond just an inexpensive alternative for making international calls to becoming an integrated component of unified social networking services, says In-Stat . The next several years are expected to be transformational as mobile operators and other associated players figure out how to respond to a forecast of nearly 139 million mobile VoIP users by 2014

Jan. 2011

In-Stat

Smartphone vendors shipped 106.5 million units in Q2 2011 compared to 64.4 million units in the second quarter of 2010 (65.4%)

Aug. 2010



An ambitious group of mobile VoIP start-up companies are creating a paradigm shift in the way users communicate

May 2010

FROST & SULLIVAN

Mobile VoIP users to exceed 100 million by 2012

MVoIP minutes to double every year, reaching 470bn in 2015

Aug. 2010



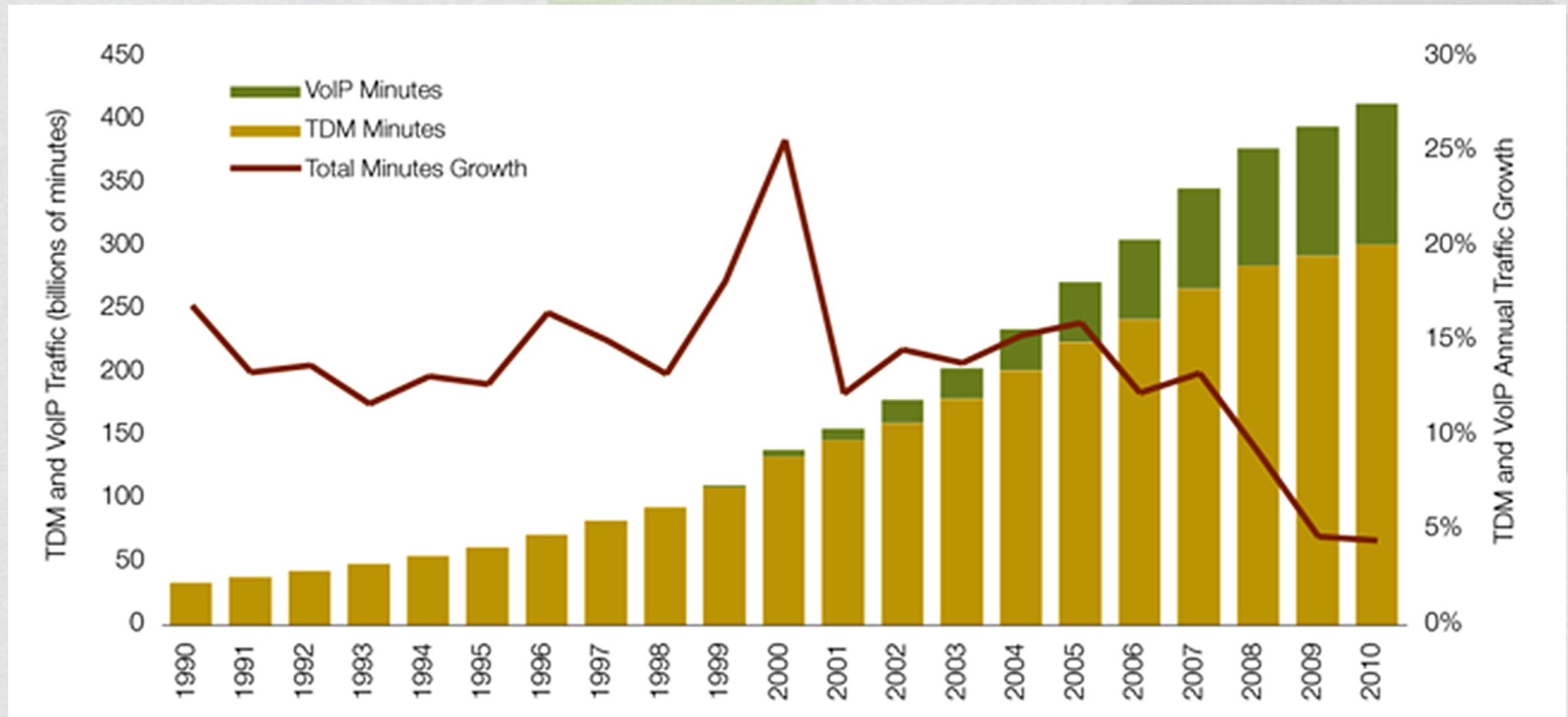
“Competitive and regulatory pressure will mean that traditional operators in developed markets, due to the 3G network, will increasingly “bury the hatchet” and forge partnership with VoIP providers”

July 2010



Zooming on international calls: Increasing share of VOIP

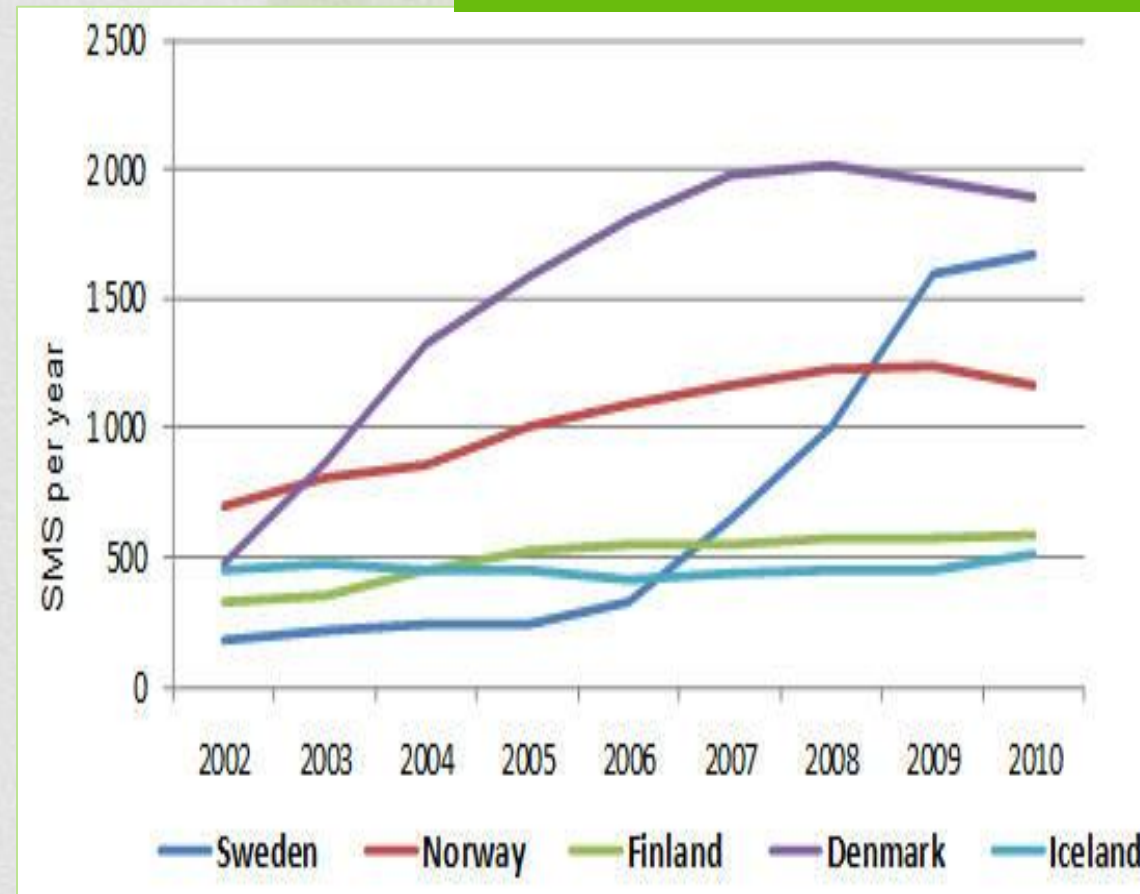
The market for international calls shows significant growth rates



Market trends & drivers

Changing user habits

SMS volumes decreasing



Average number of SMS messages send per subscription in a year are decreasing in Denmark after a strong growth during the beginning of the decade. Number of SMS are also decreasing in Norway. Number of SMS messages send t has been increasing fast in Sweden, but the last year shows slower growth. In Finland and Iceland the use of SMS messages have been quite modest. (PTS Statistik)

Market trends & drivers

Changing user habits

Instant Messages Usage explosion:

“In a recent report has projected that the number of mobile instant messaging (IM) users will exceed 1.3 billion by 2016, marking a 300% increase from 2010. - **Juniper Research**

“Messaging is being used across multiple platforms on mobile devices and we expect it to continue to gain users through desktop-based service and SMS.”

June 2011 – **Mobile Marketer**

Case:

London Riots; The Guardian; “The most powerful and up to minute rallying appears to have taken place on social network BlackBerry Messenger (BBM) – the smartphone of choice for the majority of 37% of British Teens.

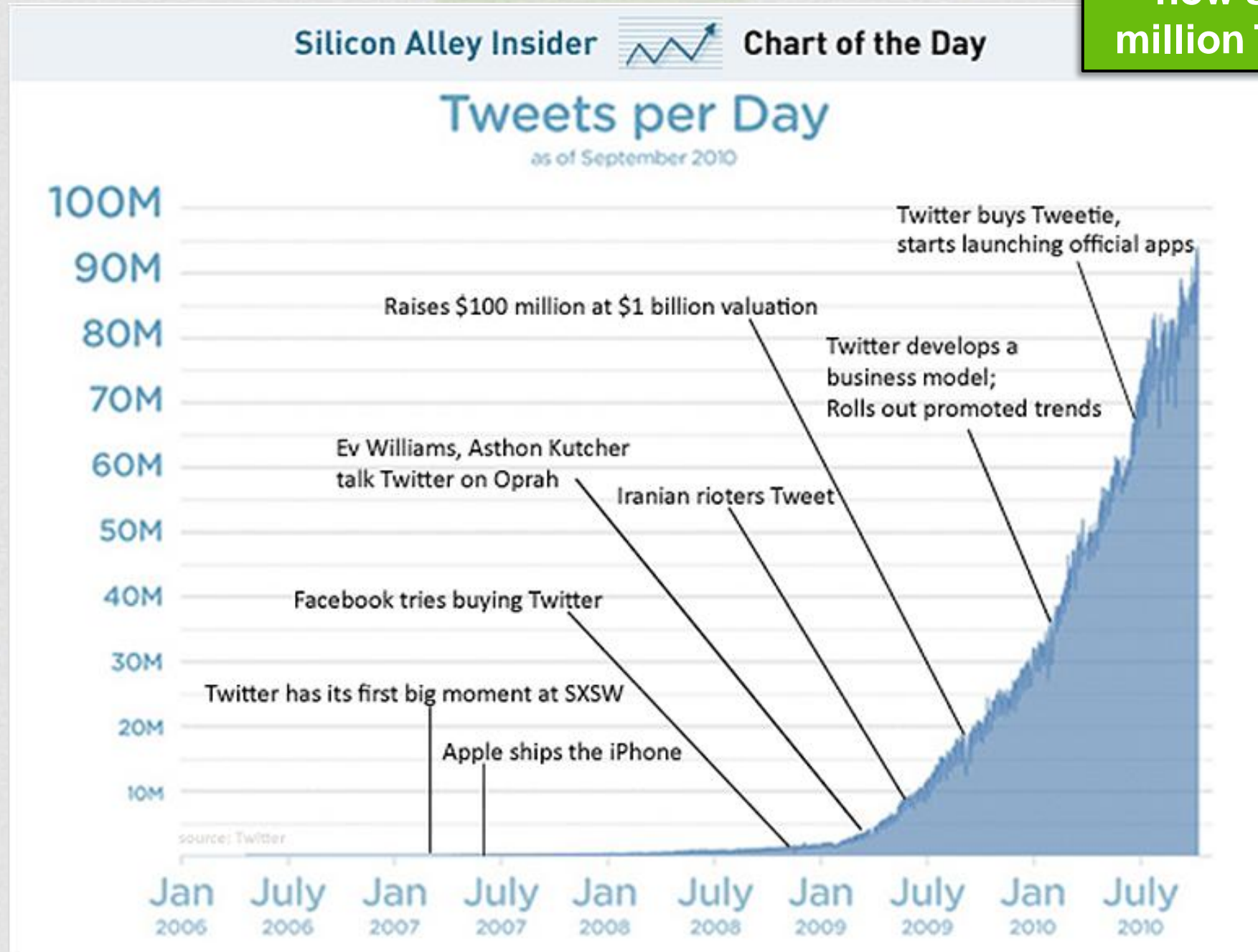
BBM has replaced SMS because it is free, instant and more part of a much larger community than regular SMS”. Also 2.5 million Tweets related to the riots.

Market trends & drivers

Changing user habits

Halfway through 2011, users on Twitter are now sending 200 million Tweet per day

Twitter



Market trends and drivers for mobile VoIP

1. As just illustrated = User habits changing to integrated, rich communication usage, driven by “always on” Generation Y flooding each other with IM and SMS before calling...
2. ... And by IM preceding business calls / conferencing
3. Increasing penetration of smartphones (Global shipments to hit 653 million by 2016)
4. App stores making mobile software download natural
5. Mobile apps taking control of users phones, like the browser on PC
6. Handset manufacturers pushing VoIP adoption – e.g. Apple FaceTime
7. Increasing mobile data speed and Wi-Fi coverage, enabling quality VoIP calls
8. High international mobile prices
9. Flat rate mobile data plans and regulation pressure opening the local call market

Mobile World Congress Barcelona

“Most operators now realize that VoIP is a fundamental part of the ecosystem. Since VoIP will be a key technology with LTE, operators will leverage the technology themselves at the access level. According to market researcher Juniper Research,

mobile VoIP minutes will jump from 15 billion in 2010 to 471 billion by 2015.

Stakeholders will do well to forge agreements, make acquisitions and ensure that they have the missing pieces in the puzzle to offer high quality and reliable voice service over IP”.

(Cartagena Capital).



Vopium's Mobile VoIP application

Features and enduser benefits

Vopium: How does it work?

Vopium is easy to use, but difficult to duplicate.



Best route selected

If the user's mobile is on line (e.g. Wi-Fi or 3G connected), Vopium originates the call over the internet. Otherwise it is always available, using a local GSM call to Vopium's local gateway.

Dial from contacts

The user dials any number, or calls naturally from his phone contact book. Vopium "captures" the outgoing call.

Quality calls via premium carriers

When the recipient is on line with Vopium, the user can call on the internet for free. Otherwise, Vopium ensures a high quality call to any mobile or fixed line

Vopium's end user benefits

Real mobility

- Vopium enables users to call around the world from the convenience and freedom of their mobile phones – Anywhere, anytime, independent of Wi-Fi or 3G quality.

Cost control

- Vopium can save users up to 94% on international mobile phone calls
- Free talk - call fellow Vopium users free over Wi-Fi or 3G

Great sound

- Vopium enables global calling that sounds next door

No gimmicks

- Hassle free – same mobile device, phone number, mobile operator, SIM card
- Ubiquitous - Vopium works on 900+ types of mobile phones
- Easy – Users can Vopium-call any of their mobile contacts immediately

Caller

Vopium Service Available in 46 countries ;

Asia

Australia
Hong Kong
Japan
New Zealand
Singapore

Europe

Austria
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Latvia
Lithuania
Luxembourg
Netherlands
Norway
Malta
Poland
Portugal
Romania
Slovakia
Slovenia
Spain
Switzerland
Sweden
UK

North America

Canada
Mexico
US

South America

Argentina
Brazil
Chile
Colombia
Puerto Rico

MEA

Bahrain
Israel
South Africa

CALL Receiver

**NO VOPIUM
RECEIVING CHARGES**

**CALL THE ENTIRE
WORLD WITH UP TO
50-94% Savings on
international Calls and
SMS.**

Vopium Technical Highlights & White Label Solution

White Label Offering - Vopium

Unique player in the market with a complete, end-to-end turn key solution;

- App-based solution
- Low CAPEX, no investment going to competing operators
- Open SIP based, scalable GSM/VoIP solution
- Complete market handset coverage: Mobile apps for iPhone, Android, BlackBerry, Symbian and Java – over 900 handsets
- 24/7 partner and end user support
- Voice and SMS termination
- Easy to use web interface for users, administration and support



Commercial Business Case

Mobile Operator: Business Challenges

REVENUE AND MARGINS:

- Tough competition on long distance / international, as traffic share has been captured by calling cards, then "ethnic" and low cost MVNOs, and now by "free" mobile based VoIP services (Skype, Vopium...)
- "Y generation" usage patterns: young users embrace immediate, rich communication products, initiating conversations on IM, BBM or SMS, before calling each other
- Business usage: IM, multi user conferencing now common place on PCs... Will gradually becoming a mobile standard, too

Threat to operators:

Lose control of the traffic and of the revenue from the combined mobile voice, video, instant messaging traffic over IP


Mobile Operator: Business Challenges

CUSTOMER RETENTION AND OWNERSHIP:

- Price sensitive customers are lost to “ethnic” and low cost MVNOs
- With the roll out of LTE and the push of Skype by Microsoft, of Facetime by Apple, users get increasing incentives to use VoIP intensive services
- Blocking VoIP on mobile data networks leads to end user frustration, some of them migrating to other mobile networks which allow mobile VoIP

Threat to operators:

Lose precious customers, while new ones are increasingly expensive to acquire in maturing mobile markets



Mobile VoIP minutes will jump from 15 B in 2010 to 471 B by 2015
Juniper Research

Is your customer base secure?

Protect and grow revenue with rich mobile voice services

Give your customers:

- True mobility – mobile calling from anywhere to anywhere around the world
- with or without Wi-Fi or 3G connection
- Super savings – enable domestic Wi-Fi calling, up to 94% savings on GSM, Wi-Fi, 3G global calls, SMS, IM & free Wi-Fi to Wi-Fi

Partner with Vopium

- Defend and build revenue at low capital expenditure
- Meet the demand for rich mobile voice services
- Go fast to market with a scalable, market-proven app-based platform

Vopium White Label Partner Solution
Vopium's White Label Partner Solution makes it easy for you to deliver battle tested rich mobile voice services to your customers, under your brand and your network.

Vopium Reseller Program
Deliver super low cost international and domestic mobile and fixed line communications solutions direct to your customers from your own dedicated reseller URL/link. Every registration & call payment generates you income.

Meet Vopium at booth #G5
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www.vopium.com

VoIP business case: Mobile Operator

BENEFITS – REVENUE GROWTH:

- **Tap into the explosive growth of the mobile VoIP market**
Juniper Research estimates that the number of mobile VoIP minutes carried on 3G and 4G network will rise from 15 billion minutes in 2010 to 470.6 billion by 2015.
- **“Over the top” strategy: acquire mobile users residing on competing networks**
With a an attractive, rich communication app-based service combining GSM ,VoIP and IM, operators can capture the traffic and start billing consumers who are currently subscribers of other operators. Later operators can migrate these subscribers to their own SIM cards.
- **Enter more markets with minimal capital expenditure**
In countries where regulation limits market entry, or where the market is too mature and margins too low for a “traditional” mobile voice deployment, operators may offer rapidly a product to consumers and business users

VoIP business case: Mobile Operator

BENEFITS - CUSTOMER RETENTION:

- **Retain Revenue from VoIP usage instead of losing it to Skype and others**
With an application that offers superior quality – when IP quality is not good, use GSM - and availability – call from anywhere, thanks to GSM access points
- **Keep subscribers tempted by MVNOs and calling card operators**
Operator's customers can benefit from a differentiated, app-based communication offer – Proposing differentiated prices per segment, and possibly a different brand without undermining operator's mainstream revenue or own brand
- **Offer a Wi-Fi based, low cost roaming solution** for mobile users travelling abroad
- **Retain users looking for an immediate, rich communication service**
Replying to Apple-only Facetime or Android-only Google voice products, operators have a strategic opportunity to offer a unique seamless, integrated voice / instant messaging service across all handsets in their portfolio

Broadband / Fixed Service Provider:

Business challenges

REVENUE AND MARGINS:

- Fixed line voice traffic migrating to mobile
- Increasing competition and lower margins in maturing "triple play" markets

CUSTOMER RETENTION AND OWNERSHIP:

- Broadband and fixed line telephony a commodity – increasing need to differentiate
- "Y generation" usage patterns: young users increasingly expect telephony and IM from their very personal mobile devices – Not only from a PC.
- As mobile broadband usage booms, they may churn to mobile providers

KEEP INFRASTRUCTURE AND ADMINISTRATION COST LOW:

- Current constraints of fixed network infrastructure – no mobility / flexibility
- Establishing a MVNO is costly and overhead / admin intensive
- Sim card business is cumbersome and logistically heavy

Benefits

Grow Revenue:

- Tap into the explosive growth and grab a share of the Mobile VoIP market
- Maximize revenue from customer base, growing traffic and ARPU with mobile voice & messaging
- Attract NEW customers with an innovative rich mobile communication offer
- Reseller channel opening up
- Ideal solution for SME market

Customer Retention:

- Complement partner's existing voice portfolio
- Build and leverage on partner's extensive broadband coverage by adding mobile voice and messaging application – a natural “add on”
- Fixed mobile convergence - extend offer to a complete fixed mobile convergence (home, office, mob)
- Mitigate churn with attractive “instant communication” mobile services

Low cost and easy maintenance:

- Easy implementation with Vopium’s turnkey solution – partner launches their own mobile app enabling mobile VoIP calling and messaging in just 4 months
- Mobile play with limited investment – CAPEX
- Low operational costs - Clever combination of GSM, VoIP, least cost routing
- Fast time to market and high flexibility – Mobile app, software based platform

For more information

Please contact the Partner Team at Vopium;

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Thank you!