



can do

addSIM

2nd channel for your phone

- ✓ gives better rates at home, on the move and worldwide
- ✓ boosts personal mobility and service power
- ✓ monetizes mobile services

Challenge

Today's situation in wireless telecommunications:

**Fragmentation
hinders businesses
from reaching
customers easily
and directly.***

**A restrictive and
brand oriented
telecom world
hinders freedom of
choice and service.***

**Intl. roaming
costs hinder the
borderless use
of mobile
services.***

addSIM is the Answer

This SIM card is a new dimension of mobility for users and providers

SIM Card



Device

Press the **addSIM**
onto your existing SIM.

turns into phone with
two active GSM channels.

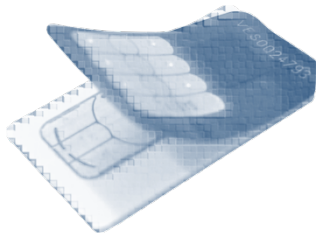


**Easy &
Ready!**

addSIM Revolutionizes..

Businesses now can direct-connect customers and direct-monetize services and products

addSIM



Works Globally

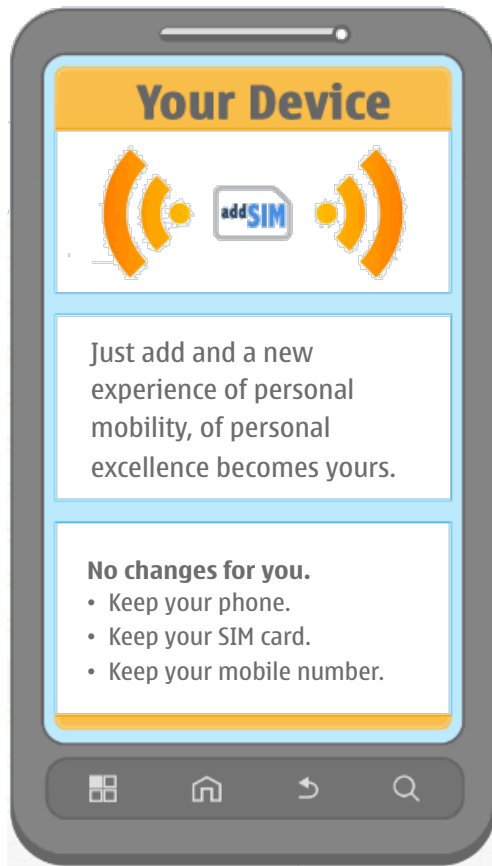


In Any Device



addSIM Empowers..

Users with a desired usability, cost reduction where ever they are and more..



Better Rates

at home | office – on the move – internationally

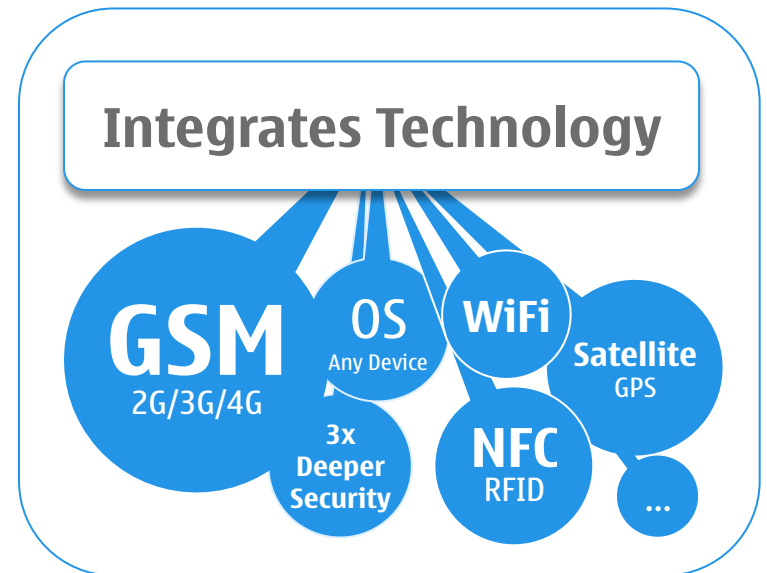
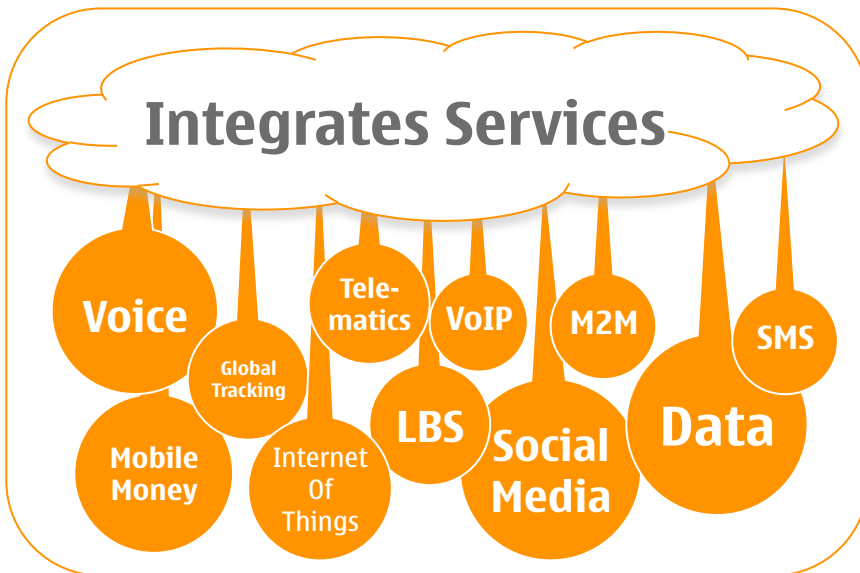
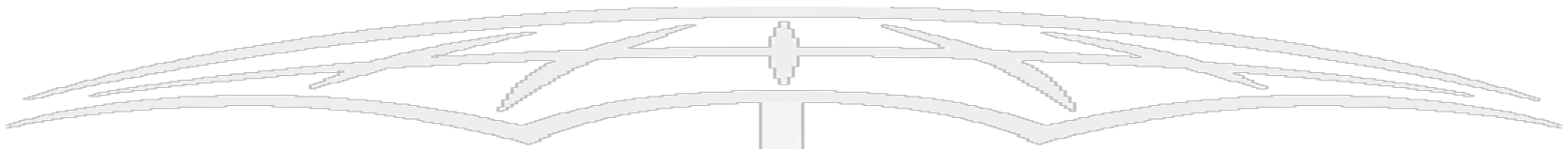


more net – deeper security – unified communications

More Simple

Think One-Stop

The mobile telecom world gets simpler for consumers and new providers.



Reach Markets

The addSIM as the very start of a value chain for many industries.

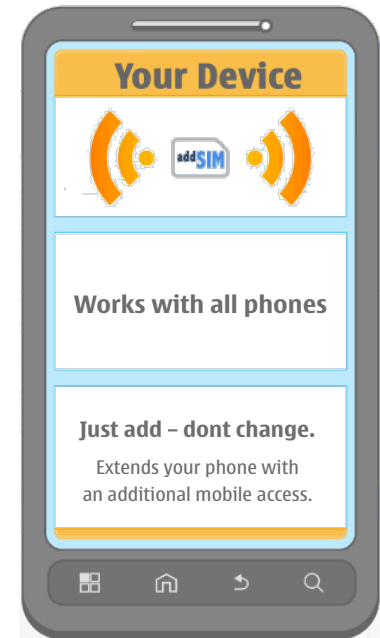
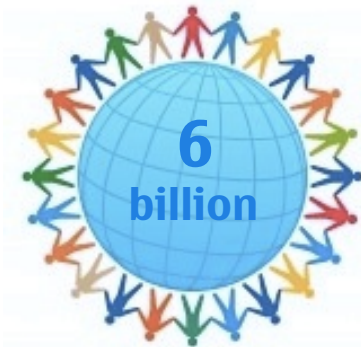


is made for..

Businesses



Consumers



addSIM is Worldwide @Home

in 190+ countries and 300+ GSM networks and millions of free WiFi hotspots:

The SIM card graphic contains the following logos and text:

- 3 (Three)
- Airtel
- at&t
- 中国移动通信 CHINA MOBILE
- China unicom 中国联通
- etisalat
- MTN
- MTS
- NTT docomo
- orange
- T-Mobile
- Telefonica
- O₂
- telenor
- TIM
- verizon wireless
- vodafone
- zain
- 300+ networks
- 190+ countries

Worldwide Mobile: Telephony | Internet | Data | Telematics

by networkservice.biz

addSIM is Multi

It upgrades phones on several levels:



Additional Autonomous Connectivity

The 2nd access is provider-neutral and is owned by the publisher:

- customer itself (banks, newspapers, travel services. SM- & LBS provider) or
- service provider (1&1 or MobilCom, etc.)
- Works in any phone and reaches maximum audience (not smart phones only)



Global to Local Performance

- The included international network (MvNO) allows total control of services, rates.
- Perfect for international businesses <-> global products, like Google products, LBS, SM, mobile money, travel, ..
- 40 countries: incoming calls for free + no roaming-fees for global telematics.



Makes Money

- The shared revenues program allows to benefit from the usage of the addSIM directly & lie-time.
- The addSIM is a platform for 3rd party services: Create inter-active, managed mobile POS kiosks.
- The addSIM is wholesales and distribution ready.



Three Times+ Deeper Security:

- Direct and real-time access to users phones (VPN style).
- The internal storage belongs to the publisher and includes real-time control (OTA).
- Own the customer: The addSIM allows to connect to customers directly.



Not's:

- Not another APP or virtual SIM: AddSIM's software and service applications work on OS-level.
- Not another SIM-adaptor, like dual-SIM or SIM-jacket or similar.
- Customer does not have to change phone or an existing SIM card.

addSIM Affects Industries

Is a gateway to fresh revenues and to own the entire value chain for:

Money



Umbrella Solution for Payment

- **The addSIM can contain own plus any mobile payment-solution**, like Google Wallet, ISIS, M-Pay, Visa, Master Card, PayPal, ..
- **The new internal storage** is vital and unique to secure credit card & bank account details.
- Works everywhere and worldwide without NFC: the secure, international real-time connectivity simplifies payment everywhere for any shop.

SM



It's "Skype" 3.0

- **but inclusive connectivity** = total mobile, cheaper and richer featured.
- **addSIM can turn any phone into a xyz phone** without changes for the users: Google-phone, facebook-phone, iPhone

LBS



Mobile POS in Every Phone

- Newspapers can self-mobilize content: FAZ, Times, Time, Financial Times,..
- Mobile content services can add the net directly and worldwide: twitter, yahoo,
- Mobile service provider can add the net directly, for navigation, advertisement, Internet of Things,..

Travel



One Platform to Serve and Monetize Travellers Globally

- Up to 90 % less costs for international travellers.
- Tool for the travel industry to monetize and control directly: customers and stuff.

addSIM for Money

A service to the mobile money industry.



ideal for
mobile payment | mobile banking | mobile money transfer

Key features

- Adds secure storage in any phone.
- Adds secure end to end connectivity.
- Works nationwide and global. (GSM & WiFi)
- Works with or without NFC.

Market position

It's an umbrella solution that can contain all payment or banking solutions of all providers.

Value adds:

Further services can be added: > telephony, > mobile internet, > SMS, > Social Media, > Location Based Services > advertisement, ..

See the Mobile Money deck at addsim.com.

addSIM for SM & LBS

Add the Net: It's 2.0 for Social Media and Location Based Services



ideal for
SM services | LBS provider | mobile internet

Key features

- Any business can go mobile now.
- Works nationwide and global. (GSM & WiFi)
- Any phone can become a Google phone, a windows phone, iPhone, xyz-business-phone, banking-phone, zine&news-phone, ...

Market position

- Enables SM & LBS & services going mobile easily.
- Pushes SM and LBS to the next level.

Value adds

Further services can be added: > telephony, > mobile internet, > SMS, > advertisement, > inter-activeness, > GSM positioning, > real time features, > better rates internationally for talking, texting, internet, ..

See the Social Media & Location Based Services deck at addsim.com.

addSIM for Travel

The tourism and travel industry gains a solid revenue and lean management tool:



ideal for
talking & texting abroad | being abroad

Key features

- Travel industry can serve mobile services directly.
- Works nationwide and global. (GSM & WiFi)
- Get into the phone of your customers without changes for them.

Market position

Travel agencies, airlines, travel equipment supplier, ethnic telecoms, ..

Value adds

Further services can be added: > advertisement, loyalty programs > inter-activeness, > GSM positioning, > real time features, > several unified communications features, > secure banking,..

addSIM Questions

Possible con's & questions

Competition or competing products?

- None!
- Telecoms are part of the business.

Vision? Reality?

- **180 days** after the final investment the addSIM is in the sales shelves.

I am a service provider:

- Great! Lets do business: Set up your own mobile service kiosk with unlimited programs & content ...

Not another one ...! Please!

- Agreed! addSIM is an umbrella solution.

IS NOT

- **Not another APP:** APPs for phones are instable & insecure.
- **Not an adapter** but an advanced SIM with global network access.
- **Not a virtual SIM** application but a hardware that fits in any phone.
- **No changes.** Just adding. Users don't have to change SIM card or phone!



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