



**addSIM**

**Ultimate Mobility for**

businesses > services > 6 billion phones

# Challenge

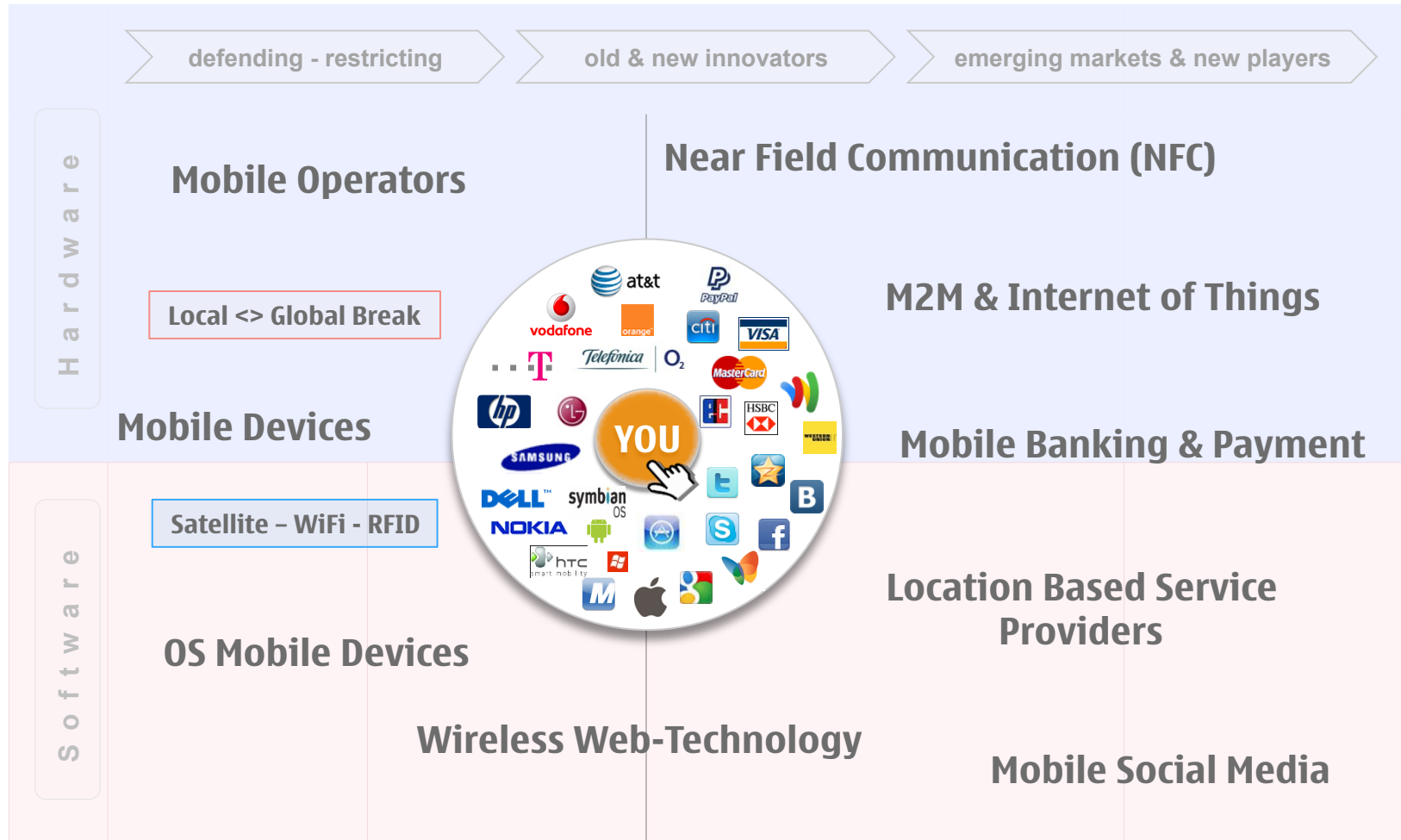
**Fragmentation  
hinders businesses  
from reaching  
customers  
directly.\***

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

**Global roaming  
costs hinder the  
borderless use  
of mobile  
services.\***

# Today: A Fragmented Telecom Market

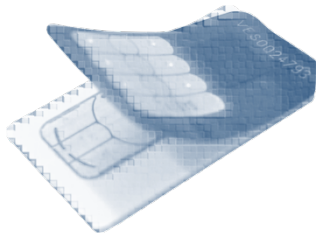
hinder businesses to go mobile



# addSIM Revolutionizes..

the way we can get the most of mobile networks and devices

**addSIM**



**WORKS GLOBALLY**

**+**

**WITH ANY DEVICE**



# addSIM Creates Solutions

Direct mobility for:



.com  
.gov  
.org



## Enterprises & Administrations

- ✓ Enterprise Mobility at lowest rates internationally, > MVPN, > on BYOD basis,..

## Mobile Money

- See slide 7

## Telco's

- ✓ Additional sales in a competitive market ecosystem.

## Travel & Transport

- ✓ International roaming service
- ✓ Mobile and sophisticated Skype-style communications service

## News & Content & Social Media

- ✓ Turns any phone into a mobile POS, powered by you.
- See slide 8

## Digital Health

- ✓ Global real-time data
- ✓ Seamless across networks and borders

## Location Based Services

- ✓ Lets you have your POS in any phone!

# Entire Value Chains

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



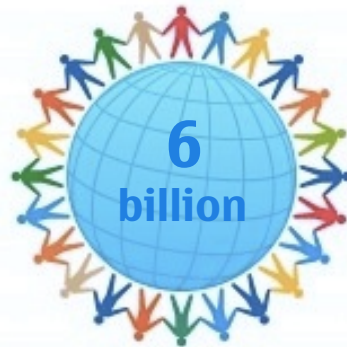
is made for..

## Businesses

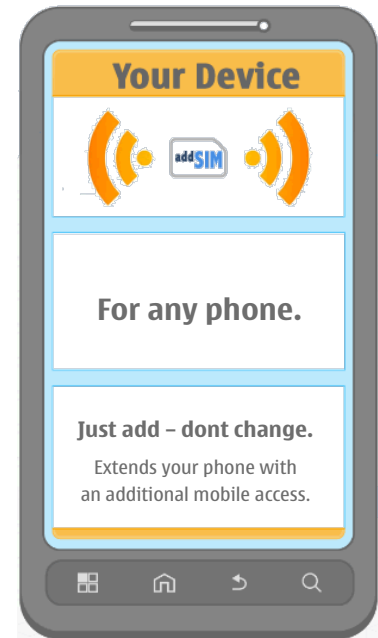


reach & monetize consumers directly.

## Consumers



Basic benefits concerning security, rates and service performance.



# addSIM Effects Industries

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

## Money



### Umbrella Solution for Payment

- **The addSIM is open for 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.

# Case1: Mobile Money


for banks, financial service providers:



**today's situation**

**enables**

**a game changing service landscape**

<p><b>Poor Security</b> Financial service APPs are instable &amp; insecure</p>	<p>→ <b>Multiple Securities</b></p>	<ul style="list-style-type: none"> <li>• Encrypted data now possible.</li> <li>• Global positioning as physical security check.</li> <li>• Remote theft protection.</li> </ul>
<p><b>No Service</b></p>	<p>→ <b>Guaranteed Service</b></p>	<ul style="list-style-type: none"> <li>• Bank can guarantee banking 24/7 independently from existing customer rate plans.</li> </ul>
<p><b>50-70 % not participating</b> only for advanced devices &amp; know how ...</p>	<p>→ <b>Any Phone + Service Automation</b></p>	<ul style="list-style-type: none"> <li>• ALL mobile phones can become banking devices.</li> <li>• Automation enables more customers.</li> </ul>
<p><b>Local Only</b></p>	<p>→ <b>Borderless &amp; Global</b></p>	<ul style="list-style-type: none"> <li>• Worldwide no roaming costs for mobile banking.</li> <li>• Seamless performance across networks.</li> </ul>
<p><b>NFC &amp; Payment</b> has limited range &amp; demands investment</p>	<p>→ <b>NFC Goes Nationwide &amp; Global</b></p>	<ul style="list-style-type: none"> <li>• Real-time payment via existing mobile networks.</li> <li>• Mobile device becomes the POS everywhere. </li> <li>• No investments in new infrastructures.</li> </ul>



# addSIM for Money

A service to the mobile money industry.



## 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](http://addsim.com).

ideal for  
mobile payment | mobile banking | mobile money transfer

# Case2: Completer Value Chains..

for local and global player

Today: incomplete value chains at	Google™		facebook		Apple	Windows	...
	Has		Has			Have	
Web Based Services	✓		✓		✓	 	
Mobile Money Services	✓		-		-		
Hardware: Mobile Devices & Handsets	✓		-		✓	  	
OS for Mobile Devices	✓		-		✓	 	
Global Mobile Network	-	NO	-	NO	-	NO	↑
Roaming Free Services	-	NO	-	NO	-	NO	↑

# 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](http://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

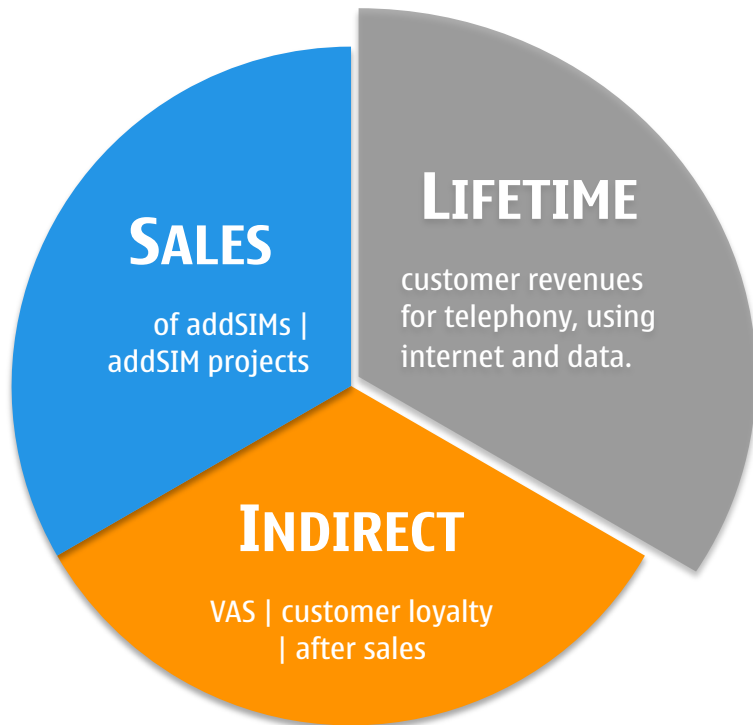
Further services can be added: > advertisement, loyalty programs > inter-activeness, > GSM positioning, > real time features, > several unified communications features, > secure banking,..

# addSIM for Partner in Sales..

Ways to benefit



**makes money..**



## addSIM Partnerships

geographically | by industry

- telecom sales and distributions,
- system houses,
- consultants,
- telcos | NSPs | ISPs.

More @ [sellatelecom.com](http://sellatelecom.com).

# CONTACT



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# Backgrounds

Sources prove the demand of addSIM:

**addSIM** is the platform for a cross-media & defragmented mobile eco-system

\* See slide 3

- **Mobile Measurement - Research** of IAB & Radarresearch in Oct. 2011: [http://www.iab.net/about\\_the\\_iab/recent\\_press\\_releases/press\\_release\\_archive/press\\_release/pr-100311\\_somm](http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-100311_somm)
- **Insecure mobile internet & services: Example: Google Wallet** in Febr. 2012: <http://www.hindustantimes.com/technology/PersonalTech-Updates/WARNING-Google-Wallet-users-at-risk/SP-Article1-809870.aspx>
- **90 % of world population** is covered with mobile networks with around 6 billion subscribers. BUT: the use of mobile internet services in the developed world is less than 50%, around 17% in the developing world.
- **Mobile banking** is expected to become a US\$ 6 billion market in revenue for network operator in 2015.  
> <http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats>
- **“Banking the Unbanked”** programs involve telecoms, public services & banks: see: <http://mobithinking.com/banking-the-unbanked>
- **PWC’s White Paper** on mobile banking & services: <http://www.pwc.com/gr/en/publications/digital-tipping-point.jhtml>
- „International Data Roaming Charges Legal Theft„: <http://gigaom.com/mobile/international-data-roaming-charges-legal-theft/>