

Bringing Messaging Revenue Back to Operators

Mavenir B2C Messaging Solution

Consumer messaging (P2P) revenue is declining for operators, as subscribers expect free and unlimited text messaging. The real money is in enabling businesses to connect with their customers more effectively through messaging. Mavenir's B2C Messaging Solution provides operators with a new revenue generating platform that makes it easier for businesses to connect with their customers through the most effective digital billboards in the world- smartphones, and the premium real estate on those billboards- the native messaging app.

Businesses are willing to pay operators to send text messages to customers – to the tune of \$64B annually by 2020, according to estimates from MobileSquared. Messaging is proving to be one of the most effective sales and marketing communication tools in the world. While an email campaign open rate of 20-30% is great, a recent Dynmark report shows that SMS messaging open rates average 98%, with 90% of messages read within three seconds. The survey also reported that 77% of consumers aged 18-34 have a positive perception of a company that offers text capability.

With the largest consolidated messaging platform of 3.5 billion monthly active users, operator messaging is in a strong position to dominate the B2C Messaging market when compared to fragmented OTT messaging solutions. Businesses, such as financial institutions, trust operator SMS as a secure way to engage with their customers, and marketers know that operator messaging is a proven and effective method to reach their customers. Building on a solid and growing A2P business, operators can now provide businesses new ways to interact with their customers through messaging, and a richer customer engagement experience.

BENEFITS

- New messaging revenue source for operators
- B2C and C2B global reach via the native messaging app, instead of siloed OTT apps
- Richer A2P customer engagement with RCS
- Messaging chatbots that are convenient and responsive- providing better customer engagement experience than downloadable business apps
- Security to protect against B2C fraud and revenue leakage

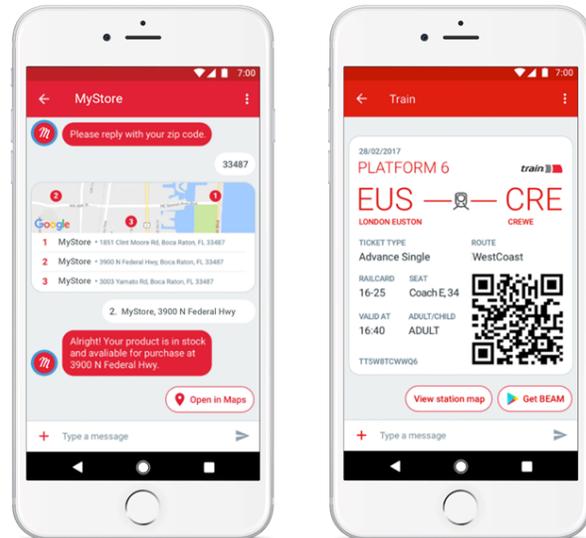


Mavenir B2C Messaging

Mavenir B2B Messaging: Taking A2P Messaging to Another Level

Mavenir's B2C solution enables operators to build on their A2P messaging success and provide businesses a richer form of customer engagement.

- Customers see the company's name instead of a short code number
- Embedded graphics provide a richer user experience over a simple text message
- QR codes in the message provide convenience for customers
- Buttons enable customers to take immediate action, providing an intuitive and more convenient customer experience

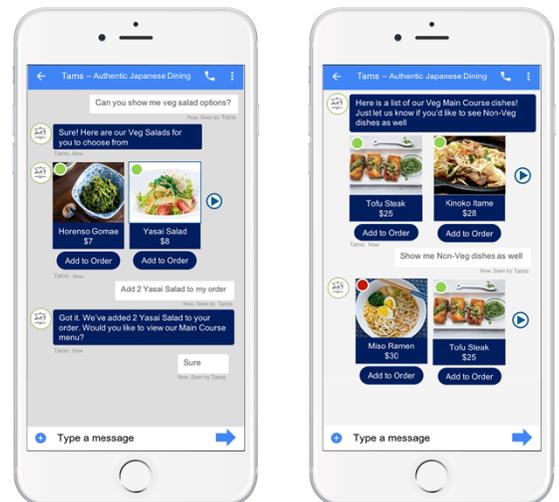


Improving the 'App Experience' with Chatbots

Over the years, businesses have invested in downloadable apps, providing a convenient means for customer interaction. However, with so many business-related apps to choose from and log into, customers are experiencing "app fatigue". When compared to apps, chatbots make the business more reachable and responsive. With chatbots, customers have 24-hour access to a business, get quick response to questions, and receive better overall customer service.

Mavenir's B2C Messaging Solution enables operators to offer chatbots as part of the native messaging application.

- Customers can search for and discover new chatbots from the messaging application
- Instead of downloading another app to the phone, customers can save the chatbot as a contact
- No need to remember app logins, simply click on a contact to start chatting
- No more need to update apps



- Familiar, intuitive, and consistent messaging user experience
- Guided responses and suggested actions assist the customer journey
- Enables escalation to human intervention when necessary

Protecting against Fraud and Spam

With B2C messaging being such a huge business, fraudsters will attempt to grab some of the revenue and bypass costs. Operators must protect their revenues, their customers, and their reputations from the negative effects of fraud and spam.

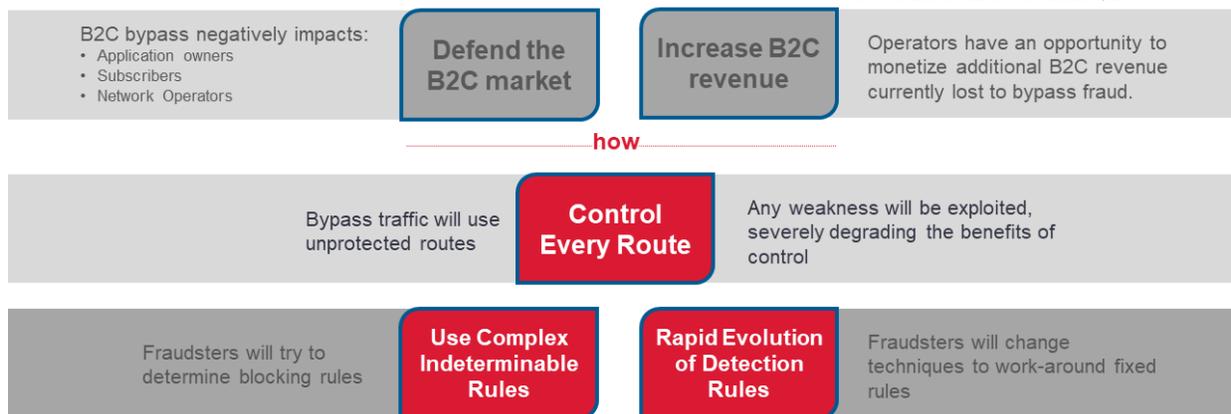
Mavenir's B2C solution has filtering and detection capabilities that are far ahead of the competition. The solution utilizes specialized machine learning techniques that are capable of automatically detecting and selectively blocking sophisticated grey-route and SIM-box messaging. Mavenir's technology can detect up to eight times more spam-related messages and fraud than traditional filtering techniques available on the market, including spam received via IP/OTT messaging services.

Protecting B2C Revenues from Fraud

Losses from SMS fraud up to

\$6B annually

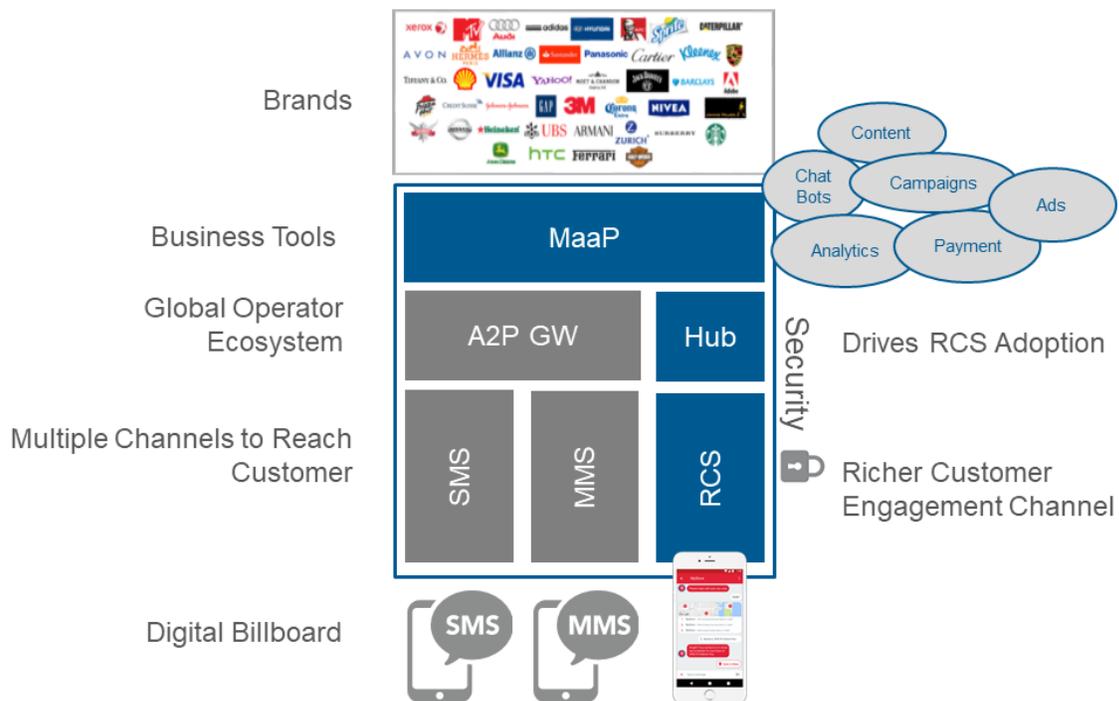
Communications Fraud Control Association, 2016



Solution Description: Mavenir B2C Messaging

Mavenir's B2C solution consists of the following elements:

- Omni channel B2C messaging utilizing Mavenir's SMS, MMS, and rich RCS based on GSMA Universal Profile standards
- Interworking with Apple Business Chat to extend B2C messaging reach to iMessage
- Intelligent messaging channel selection based on capability discovery
- Chatbot onboarding, registration, discovery and interaction analytics using Mavenir's MaaP
- Advertising / ad insertion / campaigns using Mavenir's MaaP
- Content storage utilizing Mavenir's mStore
- Inter-operator RCS Hubbing to promote a consolidated, global operator RCS messaging platform
- SpamShield security solution for real time monitoring and detection rules evolution for fraud and spam protection



Summary

Mavenir's B2C Messaging builds on the global reach, security and marketing capabilities of SMS and MMS, with a new toolset for operators that enables a new stream of messaging revenue from business customers. Companies can now reach their customers and be reached by customers, worldwide, with the richness of RCS messaging, and the interactive, 24x7 customer engagement enabled by chatbots. Mavenir's B2C solution makes it easy for businesses to advertise and create effective A2P advertising and marketing campaigns that reach customers where they can be reached: in their native messaging app.

Mavenir's B2C Messaging Solution provides operators the opportunity to dominate the B2C Messaging market, beat the OTTs, and create new and recurring revenue sources.