

IMImobile & WAC – Role in Standardisation of Applications on Devices

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Key Facts



- Founded in 1999
- Operations in 59 countries
- 71 mobile operator customers
- 330+ revenue generating services
- 450+ content provider partnerships
- 600+ employees globally
- Reach 784 million subscribers
- Global offices and datacenters
- ***IMI is a member of WAC***

What is WAC?

- The Wholesale Applications Community (WAC) is an **open, global alliance** formed from the world's leading telecoms operators.
- WAC will **unite a fragmented applications marketplace** and **create an open industry platform** that benefits the entire ecosystem, including applications developers, handset manufacturers, OS owners, network operators and end users.

- **Accelerate and expand the market for applications** – Simplify application development by enabling developers to write an application once and deploy it everywhere, regardless of device or OS, and address a global market of more than 3 billion users.
- **Create more compelling applications** – Enable developers to utilize both device and network capabilities to create the next generation of applications
- **Provide greater choice for users** – Enable portability of applications across devices, operating systems and network operators.

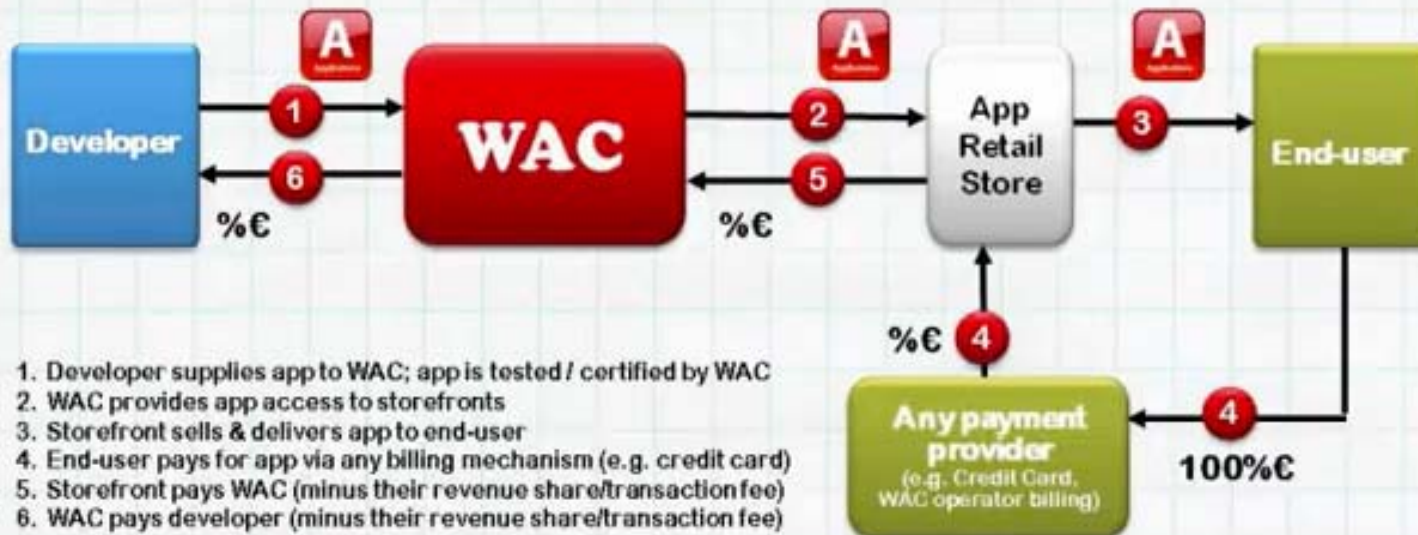
The WAC Platform



- The operational component of the WAC business
- Enables the end to end flow of applications from developer to the storefront
- Ensures high quality of applications through testing and certification
- Single point of contact for developers wishing to deploy their widgets to WAC members

App Distribution Business Model

- Developer sets application price and defines target stores for distribution
- Individual operators agree a competitive revenue share with developers
- Users will be billed through their phone bill or a traditional payment method
- WAC will retain a small transaction fee to cover its costs (WAC is non-profit)

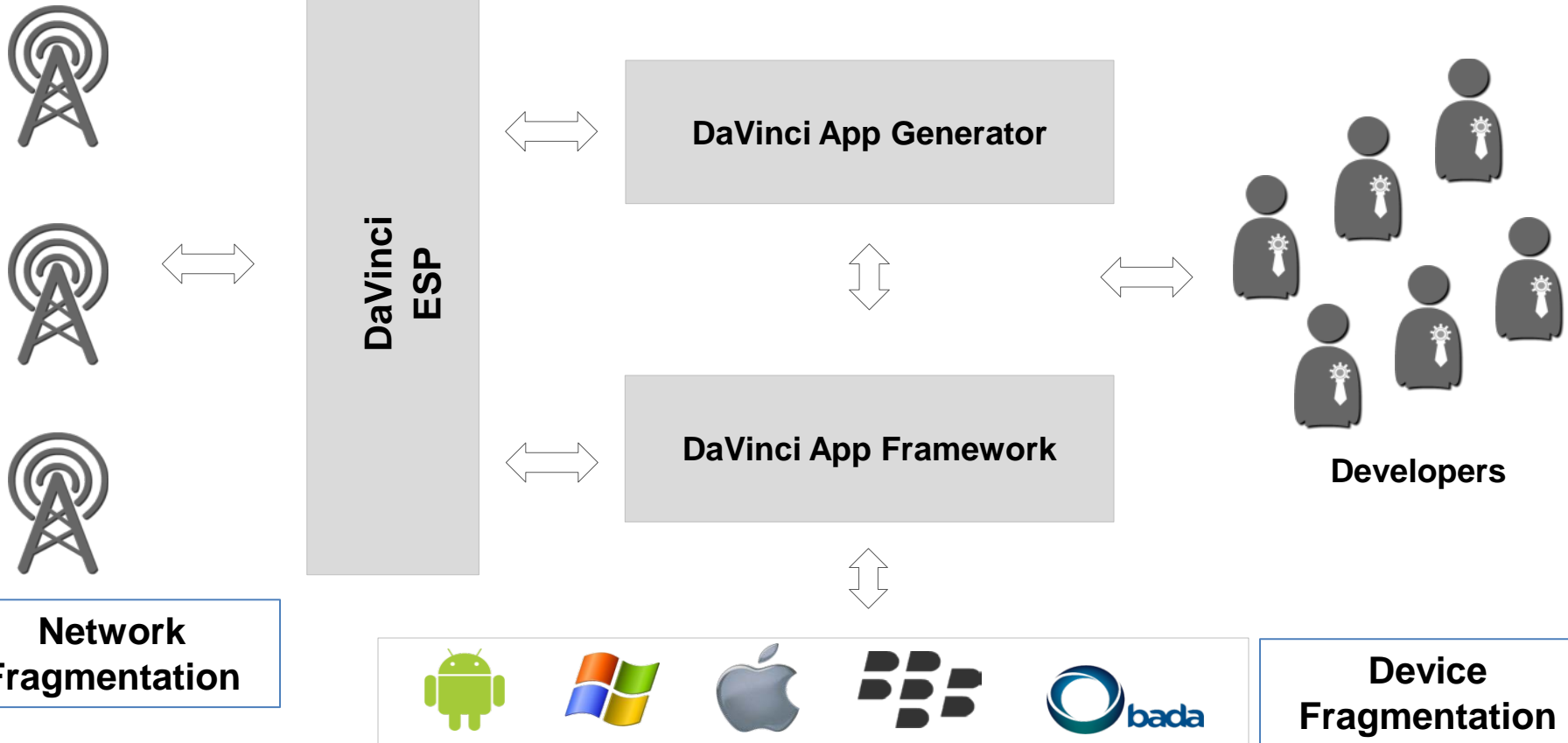


Technology Evolution



IMImobile's Smart Pipe Blueprint

Infuse network intelligence into apps.
Build a marketplace around Operator assets.



Who Benefits?

- All Players in Eco-System including consumers
- More Apps, Better Apps, Choice for Apps, Simplified Portability for Consumers
- Better reach, Develop once & Sell More, Deploy Across Networks for Developers
- Differentiation, Larger number of Apps, Enhanced usage (arpu) for Operators
- Consistency in Apps, More Apps available for Handset Manufacturers & OS companies

One & All in the Mobile World Eco-system!

Thank you

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