

COMPANY OVERVIEW

mBlox manages multi-operator complexity for clients and manages multi-client complexity for operators.



Founded in London, UK in 1999, mBlox has helped shape the SMS and PSMS mobile business market since its beginnings. Today, as the world's largest mobile transaction network, mBlox powers the delivery and billing of millions of mobile transactions daily, and is regarded as the industry's benchmark for reliability, quality of service and support.

mBlox's mission is resolving the commercial and technical complexities in application-to-person (A2P) messaging. We are unique in our focus on delivery and financial clearing and settlement, therefore our customers have never had to worry about competing with us on content or application development. Instead, they rely on our global expertise in navigating dynamic, complex carrier networks and in simplifying the process of getting content to their markets faster.

The deep and trusted relationships that we have cultivated with mobile operators build naturally on our extensive global market experience. Reaching more than 500 operators in over

180 countries, mBlox processes over 2.5 billion messages a year. We provide a wide range of mobile marketing, mobile entertainment and mobile business services for the leading content providers and the biggest brands. mBlox supports the following services:

mBlox Delivery Services

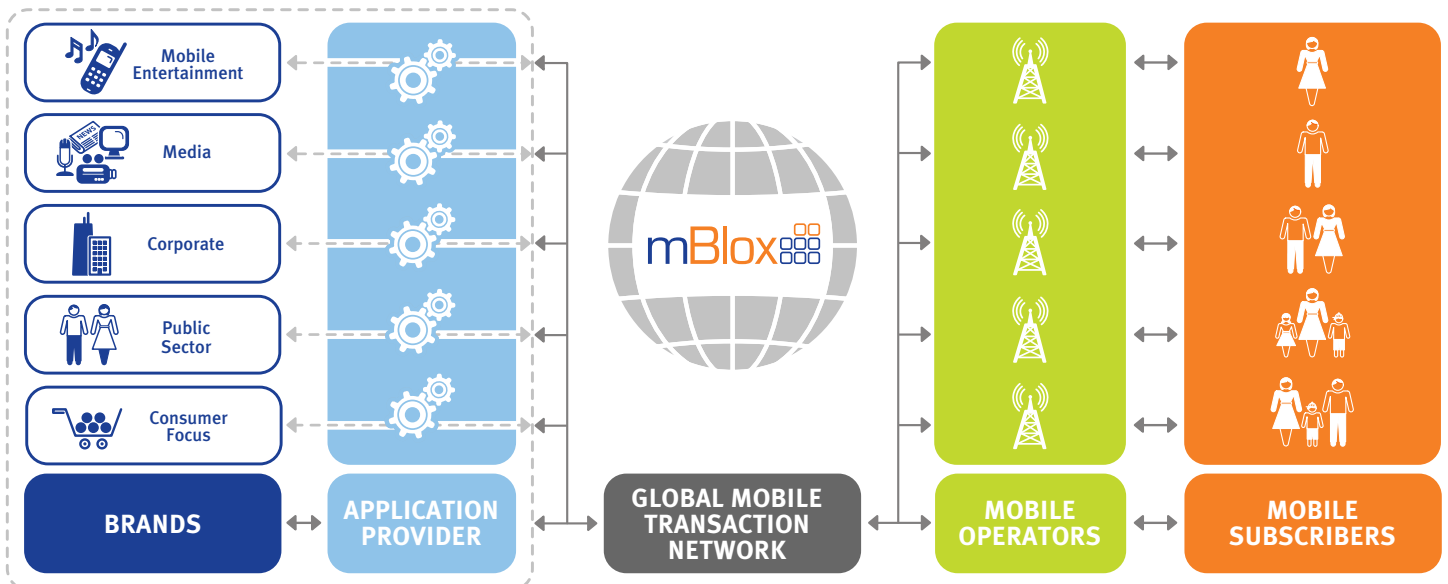
- Mobile Terminated (MT) and Mobile Originated (MO) SMS
- Multimedia Messaging Service (MMS)
- Providing message delivery to and from businesses and consumers mobile phones

mBlox Payment Services

- Premium SMS (PSMS, Web and WAP Billing Services)
- Operator ID Service (in North America)
- Providing message delivery and billing services for businesses selling to consumers via mobile phones

With technology, expertise, and a wide range of services, mBlox will power your mobile business.

Mobile Business Value Chain



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Benefits of Using a Mobile Messaging Service Specialist

In today's global marketplace, companies require international reach. So we've built our business around the management of sending and receiving high volumes of mobile messages with local knowledge of individual countries and global knowledge across multiple international borders. mBlox can be relied on to manage the considerable complexities involved, concerning different operators, technologies and local regulations.

Simplified Mobile Messaging One connection to mBlox connects your company to customers around the world.

Messaging Expertise Respected in the mobile messaging industry, mBlox has over nine years experience managing the technical and regulatory complexities. We know the business because we participate in the organizations developing industry guidelines and creating the world's regulatory directives.

World-Class Support A highly trained and experienced account management team ensures that your every need is met and backed by a 24x7 technical and operational support staff.

Service Offering

The mBlox Mobile Transaction Platform has an architecture designed to satisfy the scalability, reliability and performance objectives of diverse business requirements. To address the various messaging uses of our clients mBlox provides a comprehensive suite of services:

Premium SMS (PSMS)

- Brings mobile payment to businesses by providing a billing mechanism in conjunction with an SMS message
- Charges for content and services right on subscriber's mobile phone bill
- Manages financial reconciliation from the operators to you

Web and WAP Billing

- Bills consumers directly for off-portal Web and WAP-accessed purchases
- Lets you bill for content and services right on consumers' phone bills, or through pre-pay accounts managed by mBlox

Mobile Terminated (MT) Services

- Delivery of messages from a mobile business application to the mobile subscribers
- Range from Intellisend™ — which delivers messages with SLA-guaranteed reliability — to economy services that get messages through in the most cost-efficient way
- Assure message delivery with global coverage

Mobile Originated (MO) Services

- Messages sent from a subscriber to a mobile application thus allowing businesses to interact in real time
- Facilitate consumer interactivity
- Provide cross-carrier common short code support

Operator ID Service

- Identify the current network operator associated with any mobile phone number
- Improves conversion ratio by validating the operator of an incoming consumer
- Lowers refund rates on SMS and PSMS service

Multimedia Messaging Service (MMS)

- Rich media interaction for greater audience engagement
- Increase stickiness on premium SMS services

The mBlox Difference

When you work with mBlox, you are working with the largest and most trusted A2P messaging service provider in the world. Our scale and expertise are unsurpassed — and so is the dedication of our people, who make everything possible.

Proprietary SMSC mBlox maintains a dedicated Short Messaging Service Center (SMSC) that gives clients complete control over their messages. Our direct SS7 connections enable clients to send and receive messages locally and internationally with carrier-grade reliability.

Global Footprint A single interface to mBlox provides access to more than 500 carriers in over 180 countries.

Follow-the-Sun Support Stretching across the US, Europe and Asia-Pacific regions with nine offices and three network operating centers (NOCs), mBlox's global coverage enables us to provide 24x7x365 technical support whenever it's needed.

Specialist Expertise mBlox stays totally focused on simplifying the commercial and technical complexities of A2P messaging. We do not compete with customers by creating applications or selling content.

Reliability mBlox's robust Mobile Transaction Platform (MTP) is designed to transmit and receive high volumes of messaging traffic globally with minimal interruption. Our technology has the flexibility to handle a wide range of messaging applications.

Future-Proofed Our deep industry involvement has nurtured strong relationships with the mobile operators who terminate messages on subscribers' handsets. These connections, together with our market experience and knowledge of in-country regulations and guidelines, all combine to reduce our clients' time-to-market — benefiting them today, but also ensuring their success with tomorrow's mobile innovations.

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