

FREE TO END USER OVERVIEW

Get your message out.
But your customer shouldn't have to pay to read it.



Introducing Free to End User messaging from mBlox

Free to end user (FTEU) is a powerful new business model for application-to-person messaging programs in the U.S. Today almost all U.S. mobile subscribers pay network operator charges to send and receive SMS messages, either on a pay-per-use basis or through a limited message monthly plan. FTEU allows you to set up programs which are entirely free of operator charges for the consumer. Whether they are sending SMS messages or receiving them, the consumer pays nothing for the service. By allowing you to absorb the total cost for operating your program, FTEU unlocks new ways of using SMS while mitigating consumer concerns.

The Power of Free

With less than one-third of consumers on unlimited messaging plans*, FTEU is the only way to establish a truly free message service to your entire customer base. FTEU offers a wealth of benefits:

- Introduce the immediacy and intimacy of SMS to applications which have been dependent on less effective free-to-consumer channels, such as electronic or paper mail
- Reduce outbound communication costs through a new channel priced at a fraction of postage costs
- Avoid disclaimers such as "other chrgs may apply"
- Lower your risk of consumer complaints
- Differentiate your service from competitors

*Source: Nielsen Mobile

FREE TO END USER OVERVIEW

Your Customer Contacts Count

Across a range of industries, businesses use FTEU messaging to cut the cost of communicating with their customers and make each contact count. Something as simple as an appointment reminder can save companies thousands of dollars in lost productivity and revenue, while improving customer relations.

- Banks and credit issuers – payment and collection reminders, suspected fraud alerts, balance notifications
- Healthcare providers – appointment reminders, patient communications
- Marketers – personal and interactive campaigns that avoid unwanted charges
- Call centers – provide follow-up information via text

mBlox Powers FTEU Mobile Business

mBlox has long advocated that businesses need the ability to provide simple, transparent price models for consumers. In the U.S. mobile industry, we have worked with our operator partners to offer the FTEU paradigm as a new mobile enabler for your business.

The FTEU user experience is prescribed in the Mobile Marketing Association's Consumer Best Practices Guidelines (www.mmaglobal.com) in order to maintain the highest levels of consumer trust. The framework for FTEU programs is consistent with current industry practices:

- Use of familiar, cross-operator short codes (however, short codes must be dedicated for FTEU use)
- Prior approval of all programs by the supporting network operators
- User experience guidelines the same as standard rate programs

mBlox offers a full service solution for launching your FTEU program, through one of our industry leading messaging products. We interface with operators' technical and business processes on your behalf and provide network access on the same reliable connection that serves our premium and standard rate messaging services.

mBlox is the single point of integration for your FTEU messaging solution.

About mBlox

As the world's largest mobile transaction network, mBlox is trusted with processing more application-to-person mobile transactions than any other provider - completing millions of transactions every day. Although new to the U.S., mobile terminated FTEU services are in widespread use around the world and mBlox is the global leader in messaging based on this model - a market worth more than \$1bn worldwide.

We are the only company to focus resources purely on the commercial and technical complexities of mobile billing and message delivery. This focus is significant because we do not compete with our clients. Enabling your mobile business is our primary concern.

mBlox has the technical edge to support our new and existing services with our carrier-grade infrastructure and our telecommunications network expertise. mBlox offers the industry's most trusted, comprehensive and reliable message delivery, financial settlement and billing services.

mBlox powers mobile business.

www.mblox.com

Australia
T +61 (0) 2 9360 3917
F +61 (0) 2 9360 3917
sales_australia@mblox.com

France
T +33 (0) 1 70 38 51 50
F +33 (0) 1 70 38 54 12
sales_france@mblox.com

Germany
T +49 (0) 2 11 13 86 62 20
F +49 (0) 2 11 13 86 62 21
sales_germany@mblox.com

Singapore
T +65 62485761
F +65 62485762
sales_apac@mblox.com

Spain
T +34 (0) 91 790 12 12
F +34 (0) 91 790 11 12
sales_spain@mblox.com

Sweden
T +46 (0) 8 791 2700
F +46 (0) 8 791 2790
sales_sweden@mblox.com

United Kingdom
T +44 (0) 20 8432 1260
F +44 (0) 20 8432 1290
sales_uk@mblox.com

USA
T +1 408 617 3700
F +1 408 617 3799
sales_americas@mblox.com

