

CORPORATE BACKGROUND

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What is the mobile way?

In today's increasingly high speed and mobile environment, people become ever more dependent upon technology to organize their daily lives. As the line between professional and personal becomes more and more blurred, working days are increasingly operating to the 24-hour clock of the global marketplace and personal schedules organized via email, or mobile messaging (SMS). This disappearing distinction between work and play is one that can be embraced and turned to an advantage by further developing the ability to carry out secure and efficient mobile transactions and so easing everyday lives.

Mobileway™ seeks to provide a service to mobilize individuals and workforces as a whole to reach a wealth of information seamlessly and cost-effectively across mobile networks.

Who is Mobileway™?

Mobileway is the leader in managing and monetizing mobile transactions across the globe. With direct connections to 88 mobile carriers, Mobileway is unique in its unrivalled reach to 90% of the World's mobile users. This global reach allows Mobileway to guarantee partners and customers cost effective, secure deployment of mobile applications to both professional and personal mobile users.

Mobile data and in particular messaging has grown exponentially over the past few years. The emergence of 'revenue sharing' and reverse billing have been key in meeting consumers' demands for ever-richer content and services, as well as attracting big-brand content providers' to enter the lucrative mobile space and providing carriers with new revenue streams sorely needed to offset the debts incurred through investment in 3G. In many countries chargeable mobile data via SMS, or premium content, accounts for around 15-20% of mobile operators' ARPU, a figure that is growing almost daily. By expanding the reach of lifestyle services such as instant messages, infotainment, mobile marketing, m-commerce and enterprise applications, Mobileway increases the value of mobile data for operators, content providers and corporations alike.

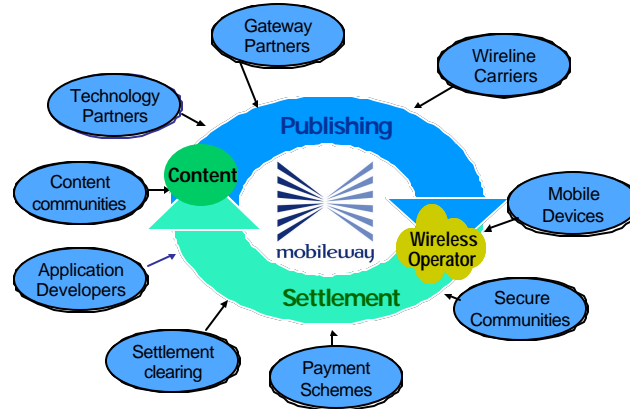
What is Mobileway's approach?

Mobileway's business is in facilitating the flow of mobile content to mobile users. However, with the emergence and growing popularity of both reverse billing and revenue sharing, the logistics of mobile data flows has become even more complicated and Mobileway has faced an increasing demand to manage the monetary aspect of the mobile data value chain as well as the transportation side.

To best explain how Mobileway meets this demand we turn to the company's eco system, a simplified model illustrating how Mobileway drives the Mobile Transaction value chain:

The first thing to realize with Mobileway's eco system is that it is technology neutral. Today Mobileway's business model spans the entire value chain for SMS transactions; tomorrow this could conceivably be based upon another transport layer such as MMS or even IP over higher bandwidth. This has no effect upon the way in which Mobileway manages the process and the settlement of the money within the chain.

Mobileway Eco System



If we look at the mobile transaction value chain, in its simplest form it is made up of two key players: the content providers and the wireless carriers. The revenue flows between these two are based around revenue sharing deals with a proportion of the monies gathered through reverse billing with the carrier's subscribers going to each of the parties.

Mobileway's eco system adds into this value chain key communities and partnerships to enhance the value chain delivery and open up the mobile transaction reach to all chosen content and merchant communities across the three regions of the world within which Mobileway operates: Europe, Asia-Pacific and the United States. These communities and partnerships cover areas such as: system integrations, mobile device provisioning, funds management & clearing. This enhanced choice and reach has a direct effect on the complexity of the logistics associated with delivering this higher quality mobile transaction, this is the main reason why Mobileway is chosen to be the trusted partner of Tier One global players such as MSN, Sony, Disney and the CitiGroup. Mobileway can offer all its customers including these giant corporations the opportunity to partake in a value chain with real tangible benefits and long-term potential.

How does the eco system work?

The core activity within this eco system is enabling content to be published and delivered through Mobileway's network via carrier partners to the end users. Mobileway has developed the largest revenue sharing network by negotiating individual agreements with the most important wireless carriers across all three regions. These agreements operate via reverse billing and this coupled with Mobileway's ability to settle funds gathered via the various mobile carriers across these regions, enables Mobileway to balance the value chain and deliver monetary gains to its content partners for the publication of their intellectual property. In turn, Mobileway's carrier partners gain an increased ARPU (Average Revenue per User).

When addressing the cycle of payment between the delivery of the content and the settlement of the money within the value chain, the process can be long and drawn out. In some countries the expected settlement time for monies from revenue sharing can be up to 150 days, a fact that can often discourage companies from using the mobile as a channel for publishing their material. Mobileway has leveraged its privileged relationship with the Citigroup, who is currently one of our investors as well as being a customer, to address this issue and speed up the time that a content provider or merchant gets paid for their goods.

Through this relationship and the arrangements in place with Citibank, Mobileway can not only secure revenue returns in less than 60 days, but it can also collect monies in 90 currencies, and allocate funds in the currency of choice. This element of the eco system is unique and is expected to be essential in attracting content providers both large and small to moving into the mobile space. Mobileway is the pioneer in offering this 'secured revenue' solution.

Overall the eco system shows how Mobileway is pivotal in transforming the mobile transaction value chain from a low penetration, low volume SMS transaction link between content and user where carriers dominate the relationship and content providers see small returns in a slow timeframe, to a truly global mobile data value chain enabling high branded content to reach all mobile users across the most efficient transport layer (today being SMS) enabling all players in the mobile data space to reap large rewards in an efficient and timely manner.

How does Mobileway operate its global network?

Mobileway's Global Network consists of multiple direct private connections between the data gateways of the main mobile phone networks around the world and Mobileway's central hubs. Each connection between the hubs and any given mobile phone network is the result of a bilateral commercial contract between Mobileway and the wireless operator, which entitles Mobileway to handle bi-directional data traffic to and from the subscribers of that operator and to define the billing parameters for such data

The resulting star-topology network is operated 24 x 7 x 365 on behalf of Mobileway's customers through a range of Service Levels Agreements suitable for different types of applications. Mobileway operates multiple hubs for redundancy and regional optimization purposes. The hubs are monitored and maintained by staffed, fully redundant, battery backed-up Network Operating Centers (NOCs).

Mobileway currently has three operational NOCs in France, Singapore, and the United States. The company handles bi-directional Short Message Services (SMS) as well as General Packet Radio Services (GPRS). Mobileway also interfaces with premium charged call centers/IVR servers, with credit card authorization systems and with stored value account systems to handle payments.

What is Mobileway's approach to partnerships?

Mobileway chooses to work closely with key partners across many sectors of activity: mobile network operators, consultants, integrators, hardware manufacturers, technology suppliers, handset manufacturers, application & content providers. Many of the partners are also customers.

Mobileway also believes in active participation in industry organizations to help shape the future of the wireless industry. Currently active in: GSM Association, Mobile Data Association (MDA), WAP Forum, ETSI, Mobile Marketing Association, and the Mobile Payment Forum (MPF) where the company currently chairs the authentication working group.

Who are Mobileway's customers?

A snapshot of Mobileway's **170 customers**: AOL, Citibank, Diners Club, Disney Online, IBM, Lycos, Microsoft, Motorola, MSN, Mviva, Nokia, Oracle, Pepsi, Siemens, Sony Pictures Digital Entertainment, Terramobile, Vizzavi, Wanadoo, Yahoo!, and ZDNet.

What others say about Mobileway?

"Applications billing systems such as those developed by Mobileway are essential for service providers to enhance their ARPUs." – *Connie HSU, Manager of Pyramid Research Asia Pacific.*

"Mobileway has proved that it not only has the global connectivity which is fundamental to our business but great business understanding and technical expertise. Mobileway's connectivity will enable users of the new Siemens C45/2118 to play interactive games irrespective of location." – *President, Product Operation, Siemens Information and Communications Mobile Group.*

"Mobile commerce needs to be supported by a secure and robust messaging network. Working with Mobileway, MasterCard will deliver m-commerce solutions that will enable mobile operators to provide value added services while boosting cardholder and merchant confidence in the payments portion of m-commerce." – *MasterCard*

• "We are also pleased to work with Mobileway to empower mobile operators in the region with new sources of revenue and the ability to deliver useful and compelling mobile services from MSN to their subscribers." - *Rajesh Sambwani, Regional Business Development Director for MSN Asia at Microsoft*

"We chose Mobileway because they have direct and strong relationships with more mobile phone network operators globally than any other company in this area. Mobileway's billing flexibility was another factor, allowing us to get reports by individual customer, by region or by country." – *Eric Nataf, Director of Product Marketing, Keynote Europe.*

What is Mobileway's Mission?

- To provide an infrastructure to remove borders and increase the reach of mobile data
- To settle the funds that flow inside the value chain
- To facilitate the delivery of content for professional and personal mobile users.

Where is Mobileway?

Incorporated in Delaware, USA in December 1999, Mobileway has experienced widespread growth since its inception and today has a global workforce operating out of 12 offices across the Americas, Asia Pacific and Europe. (Office locations and contacts available at <http://www.mobileway.com/>)

Who is behind Mobileway?

Mobileway was founded in December 1999 by five executives with over 40 years combined experience in relevant sectors. Today Mobileway's global, innovative and talented workforce operates under the expert management of the following executive team:

The Executive Team:

- **Patrice Peyret**, Chief Executive Officer – repeat entrepreneur, head of engineering JavaSoft™ consumer products; founder and CEO of Integrity Arts, CTO of Gemplus
- **Bob Pike**, EVP Global Marketing and Business Development – repeat entrepreneur, pioneer of Mobility Group at Microsoft, co-founder of Vxtreme, executive positions held at Informix and Citibank
- **Marc Vaillant**, Chief Operating Officer – extensive experience as senior VP in the Industry: Golden Gate, Motorola, Hewlett Packard, VeriFone, NCR
- **Cyrille Even**, VP Asia-Pacific – extensive experience managing international companies in Asia, previously with Alcatel.

Advisors:

- **Randy Granovetter** – former Microsoft Mobility Business Development Director, currently VP Business Development for Qualcomm
- **Bob Plaschke** – former SVP of InfoSpace, CFO of Prio (acquired by InfoSpace), VP Business Development of DataCard, McKinsey, Andersen Consulting
- **Robb Wilmot** – former CEO of ICL, Board of Vxtreme, Sequent, Com 21, 365media, @POS, iBeam.

Funding Sources:

Mayfield Fund, 3i, InvestCorp, Citigroup, Vertex Management, Nexit Ventures

Who to contact at Mobileway

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For local inquiries, please refer to the Mobileway site for global offices & contacts:

<http://www.mobileway.com/>