

Rosburn Holdings

VAS-aggregator

Content and Service provider

VAS-platform vendor

Fraud defender

Business intelligence service provider

Being with us is awesome

- Over \$300 mln annual Revenue for Mobile Network Operators
- The largest player in the VAS market of Eastern Europe
- Aggregator of over 350 content services
- We work in the European, Asian, African and South American markets
- Direct contracts with major MNO of Eurasia and Africa
- The most effective fraud protection in the market
- Over 15 years of experience in the Internet traffic monetization market
- Over \$100 mln annual advertising costs
- Own sources of users attraction
- VAS-Platform vendor for MNO

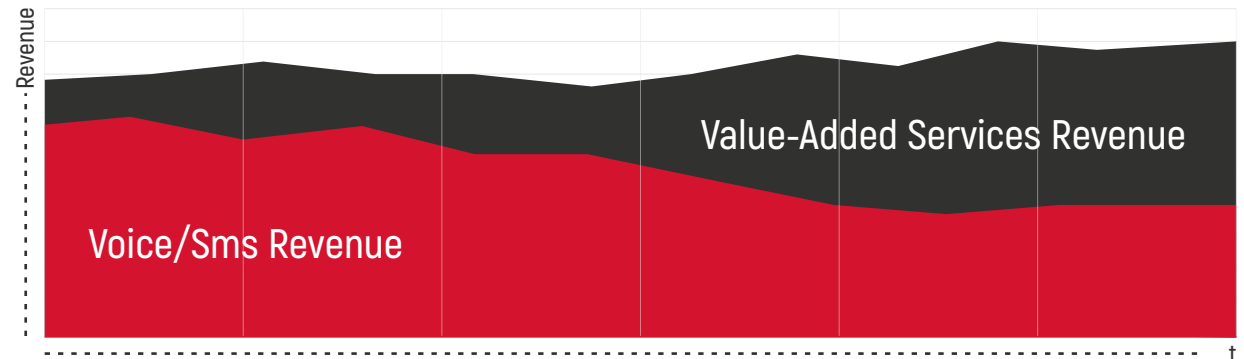
Are you a Mobile Network Operator and you want to work successfully in the VAS market?

The Voice/SMS Revenue share in MNO income has halved in the past five years.

Under such conditions, Value-Added Services (VAS), which can bring additional revenue to MNO, are and will be the most important driver for financial stability ensuring.

5 tasks that a MNO needs to solve to ensure high performance in the VAS market:

- 1 A large number of various services
- 2 Customer acquisition
- 3 Protection from fraud
- 4 High quality analytics of the accumulated data
- 5 High-performance VAS-platform



Rosburn Holdings can independently solve for a Mobile Network Operator any of these problems or all at once!

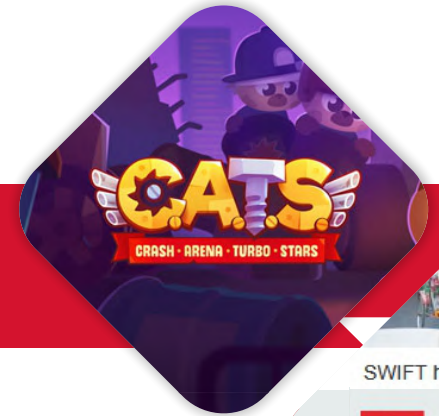
Quality services for all subscriber

You need to offer your subscribers a variety of services.

You have to accurately allocate the target audience and create a service based on its requests.

We can offer your subscribers services and monetization in various applications:

- Games
- Dating
- Entertaining Video
- Music
- News
- Antiviruses
- Movies
- Education services
- Parental control
- Quizzes
- And many others ...



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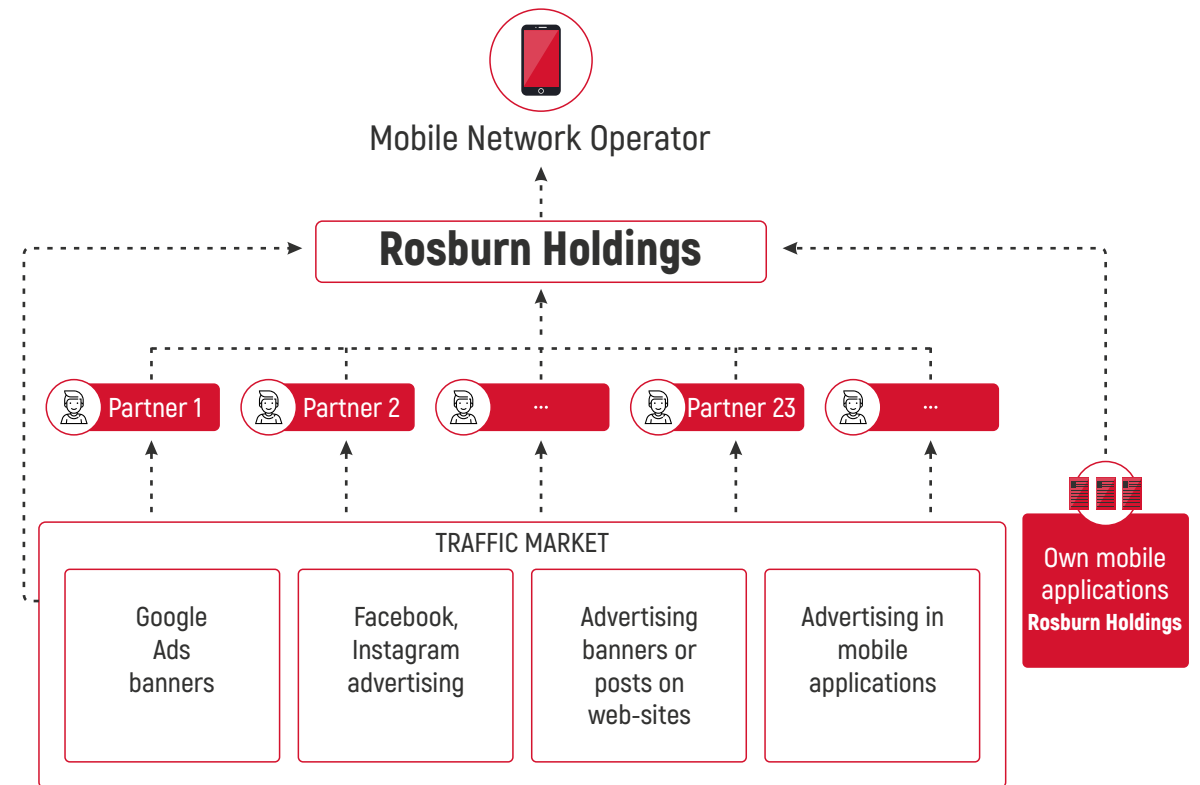


Customer acquisition

Internet traffic is the main channel for Value-Added Services consumer attraction.

Rosburn Holdings has vast experience in Internet traffic attraction from various sources. In addition to this, we have a wide active partner network of Internet companies and individual webmasters who are ready to join the traffic attraction around the world to the offers we will offer them.

With a thorough understanding of the Internet traffic attraction market, we successfully maintain a competitive environment among our sub-partners, preventing dumping and deception of market participants, at the same time guaranteeing the attractiveness, profitability and stability of this niche.



Web traffic control and Fraud protection

Mandatory part of the business in the VAS market, especially for DCB-subscriptions is the control of attracted Internet traffic, including fraud management.

Rosburn Holdings has proven results in the struggle against fraud

Users attraction is controlled both automatically using traffic filtering systems based on machine learning algorithms and different bots, and by means of mass manual monitoring with the real users' behavior emulation. The key to success is also a detailed study of any feedback from service consumers.

We are the only company in this market in the world that at the same time employs more than 30 professionals to protect consumers from fraud.

Through this, we, as an integrated master aggregator, managed to reduce the number of subscribers complains of VAS services for one of the largest mobile network operators in Russia by 2 times without a loss in revenue, thereby reducing the cost of processing calls and improve the general image of this mobile network operator among subscribers.



High quality analytics

High-quality data analysis can be a major engine development of the business VAS segment.

Main areas of analytics



- Market, competitive environment and development trends analysis
- Using Big-Data solutions for setting and testing of hypotheses regarding the growth of business efficiency
- Mathematical analysis of data for operational, tactical and strategic decisions adoption

What results can be achieved only completely using high quality analytics



- Revenue growth
- Optimization of the services offered (based on a/b tests and LTV comparison)
- Subscribers loyalty growth
- Reduction of the number of complaints from subscribers

High performance VAS-Platform

The Mobile Network Operator needs a flexible and reliable technical platform that would allow it to quickly launch and maintain stable VAS-services

We have independently developed a VAS-platform, which has already been installed and has been successfully working for one of the Russian Mobile Network Operators with 70+ million active subscribers for more than 2 years.

Its main competitive advantages over analogues are:

- High launch speed of new services
- The widest range of supported service formats (DCB, MO, MT, Voice, Premium SMS, Applications, Premium USSD, Push and others)
- Flexible work setting
- Reliability and failsafety
- Built-in fraud management mechanisms
- The ability to accumulate relevant Big Data for further analysis

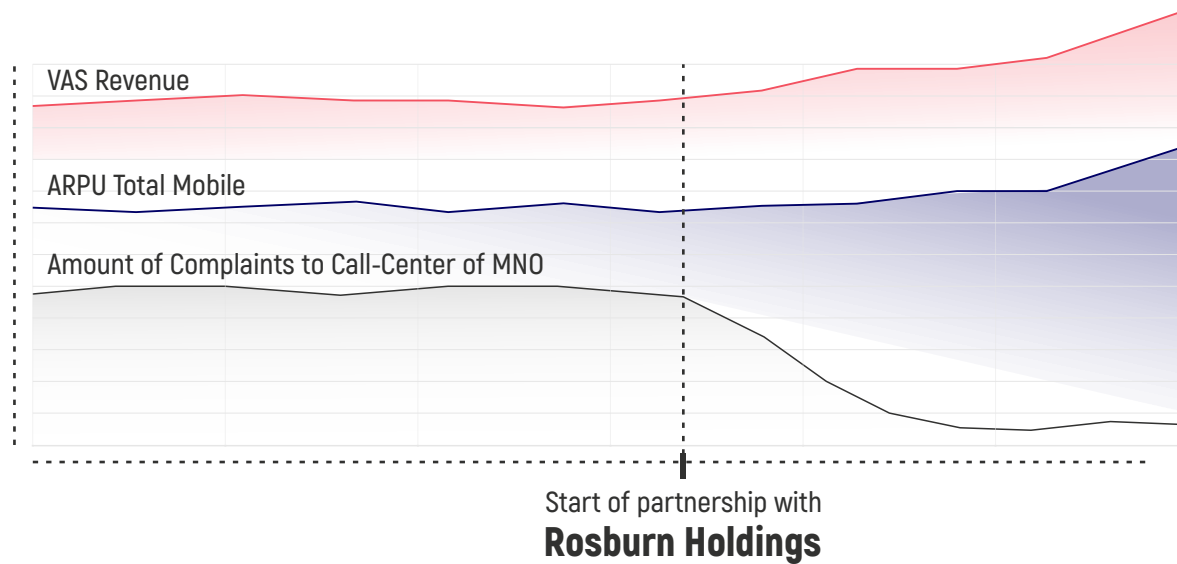


Ways and results of collaboration

We can become for you:

- VAS-aggregator
- Content/Service provider (VAS-provider)
- VAS-platform vendor
- Fraud defender
- Business intelligence service provider

Your business performance





THANK YOU FOR ATTENTION