



SERVICIOS DE  
ENTRETENIMIENTO  
MULTIMEDIA

# WHO WE ARE

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Boutique company, focused on the development of technological solutions for business environments.

+15 Years in the market

10 Offices

+500 Employees

Presence in 10 countries in the Americas

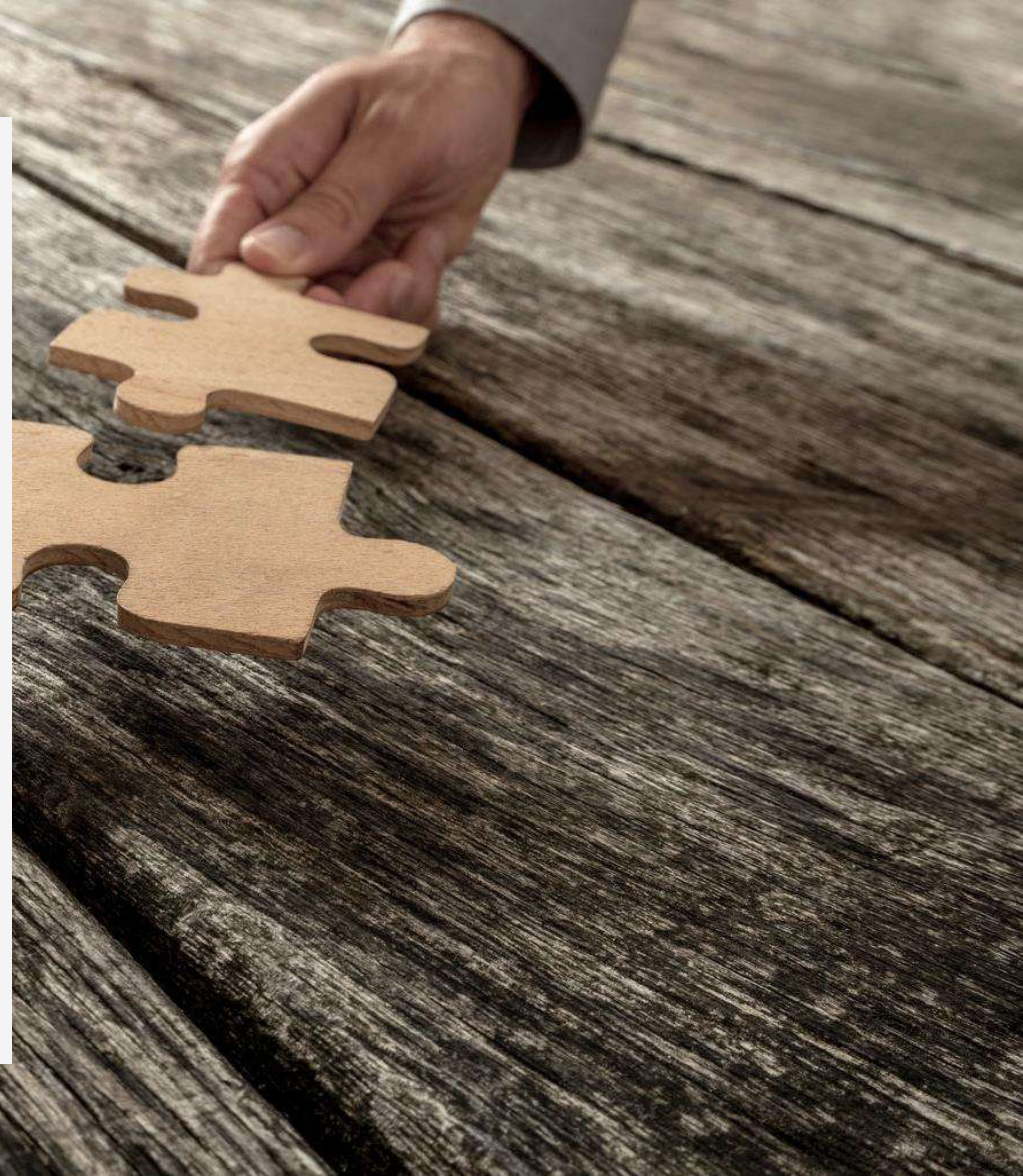
Presence in 4 Europe

Presence in MEA

+15 Connected Operators

+200 successful software projects in different industries

Sustained growth of +25% in the last 5 years



# WHO WE ARE

Custom software • Consulting • Software products with proprietary technology

TELECOM **40%** •

Retail **15%** •

Pharmacist **5%** •



• **30%** Financial

• **5%** Government

• **5%** Services

# SOME OF OUR CLIENTS





# BANK

## Soluciones para el sector financiero

Electronic banking  
Mobile Banking  
Fraud Prevention  
Payment of services  
Payment of taxes

SPEI  
TEF  
SWIFT  
Buying/Selling Currencies

TDD  
TDC  
Acquirer

# RETAIL

## Marketing strategies and product behavior at point of sale:

- Shopping preferences
- Customer behavior
- Marketing channels
- Predictive sales analytics
- Inventories
- Competitive Evaluations
- Marketing routes
- Purchase orders
- Loyalty schemes
- lot

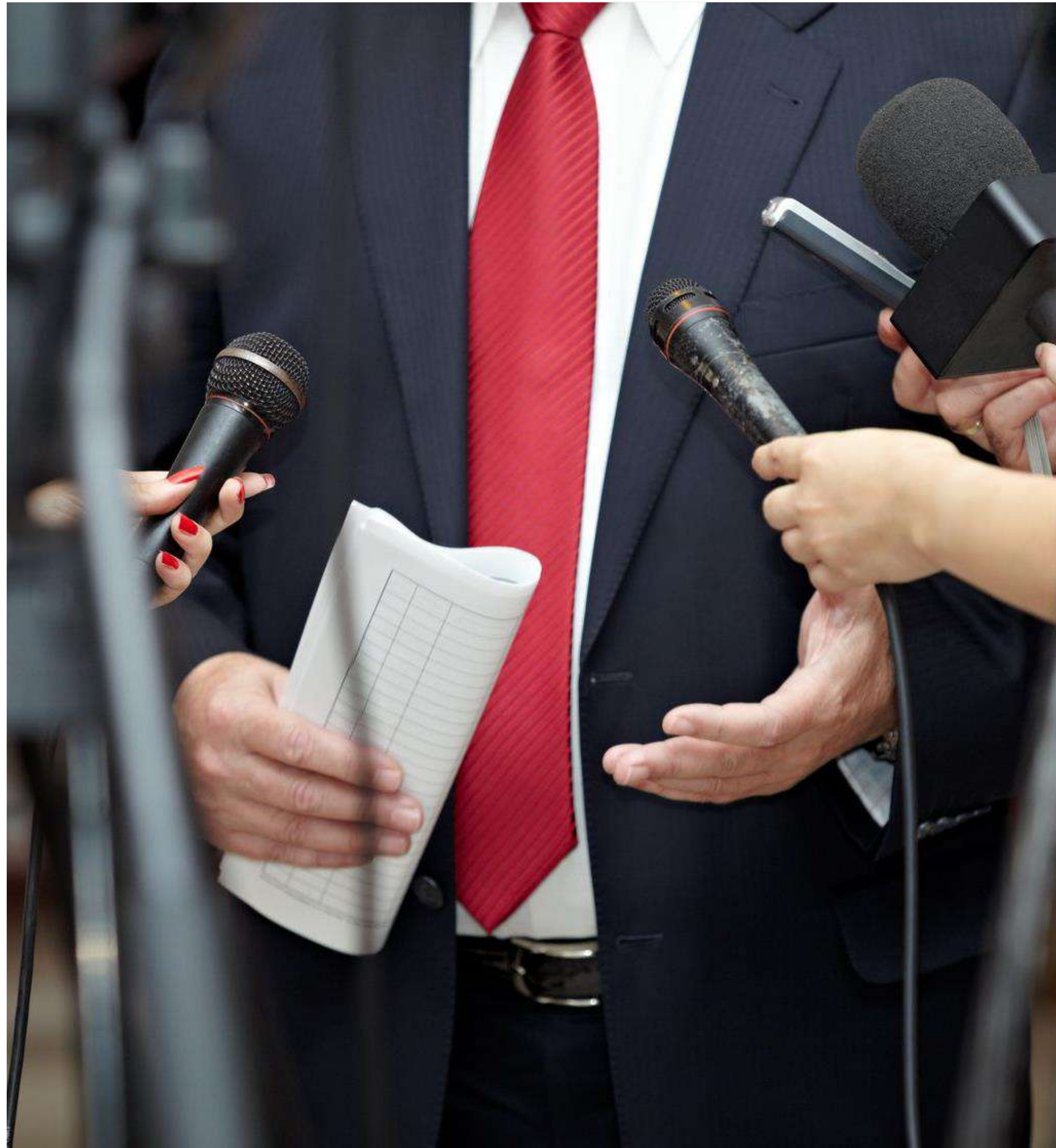


# PHARMA

## Medical Product Marketing Campaigns

- Product Evaluation
- Medical visits
- Control of medical samples
- Expiry dates
- Supply
- Sales Management
- Promoter
- Inventories
- Logistics





# GOVERNMENT

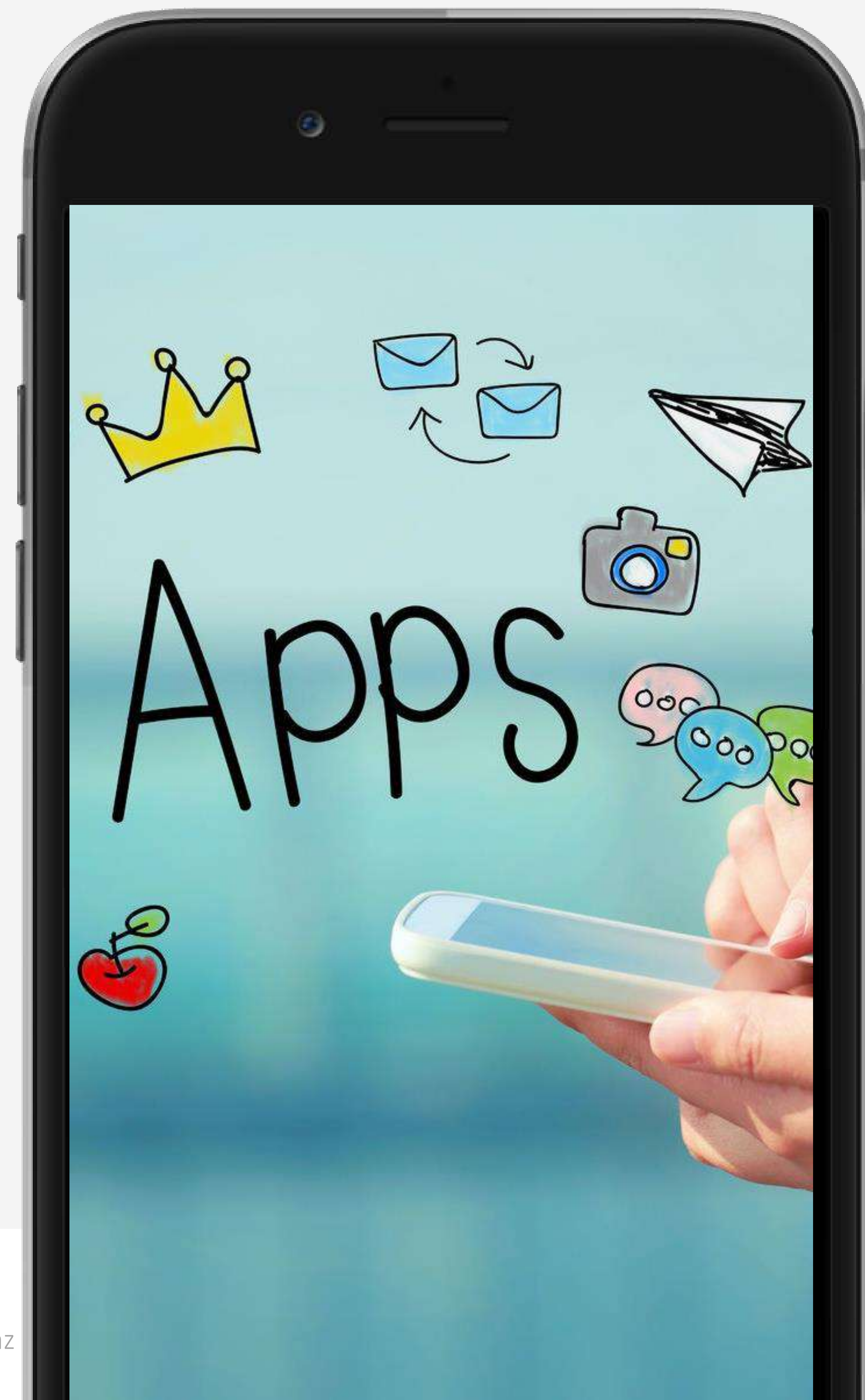
## Solutions for the Government Sector

- Payroll
- Taxation
- Election campaigns
- Document certification
- Digital Stamps
- Taxation

# TELECOM

## Multichannel communication platforms

- Credit
- Apps for telephony customers
- Payment channels
- SMS
- MMS
- SAT
- Push
- DCB
- Master content provider



# VALUE ADDED SERVICES



# TREND IN INDUSTRY

Mobile operators are making a shift to outsourcing non-core responsibilities, allowing their internal team to focus on growing the core business.





# PLATFORM VAS

- Scalable Mobile SAC platform, which allows you to face new policies, events and market needs to have better performance, reliability and fraud control.
- Allows:
  - Subscription control
  - Collection control and administration
  - Promotions and campaign management
  - Definition of KPIs
  - Aggregation of third-party services.
  - Activity and transaction monitoring

# Direct Carrier Billing

## A universal payment method

Direct carrier billing or **DCB** is an electronic payment method that allows you to make online purchases from your airtime balance on prepaid phone lines or monthly bill on postpaid lines.

It is available on **all mobile devices** with a phone number.

# GROW YOUR BUSINESS WITH CARRIER BILLING

**Give your customers the opportunity to pay through their mobile line!**

*Fast, simple and secure payments*

**Potential.** Anyone with a mobile phone line can make electronic purchases

**Portability.** It operates on computers, smartphones, phones, tablets, smart TVs, etc.

**Facility.** Simple shopping experience for online channels

**Accessibility.** Globally, there are 5 times more phone lines than bank cards

**CR.** 10 times better conversion rates than other payment methods

**Privacy.** No personal information is necessary

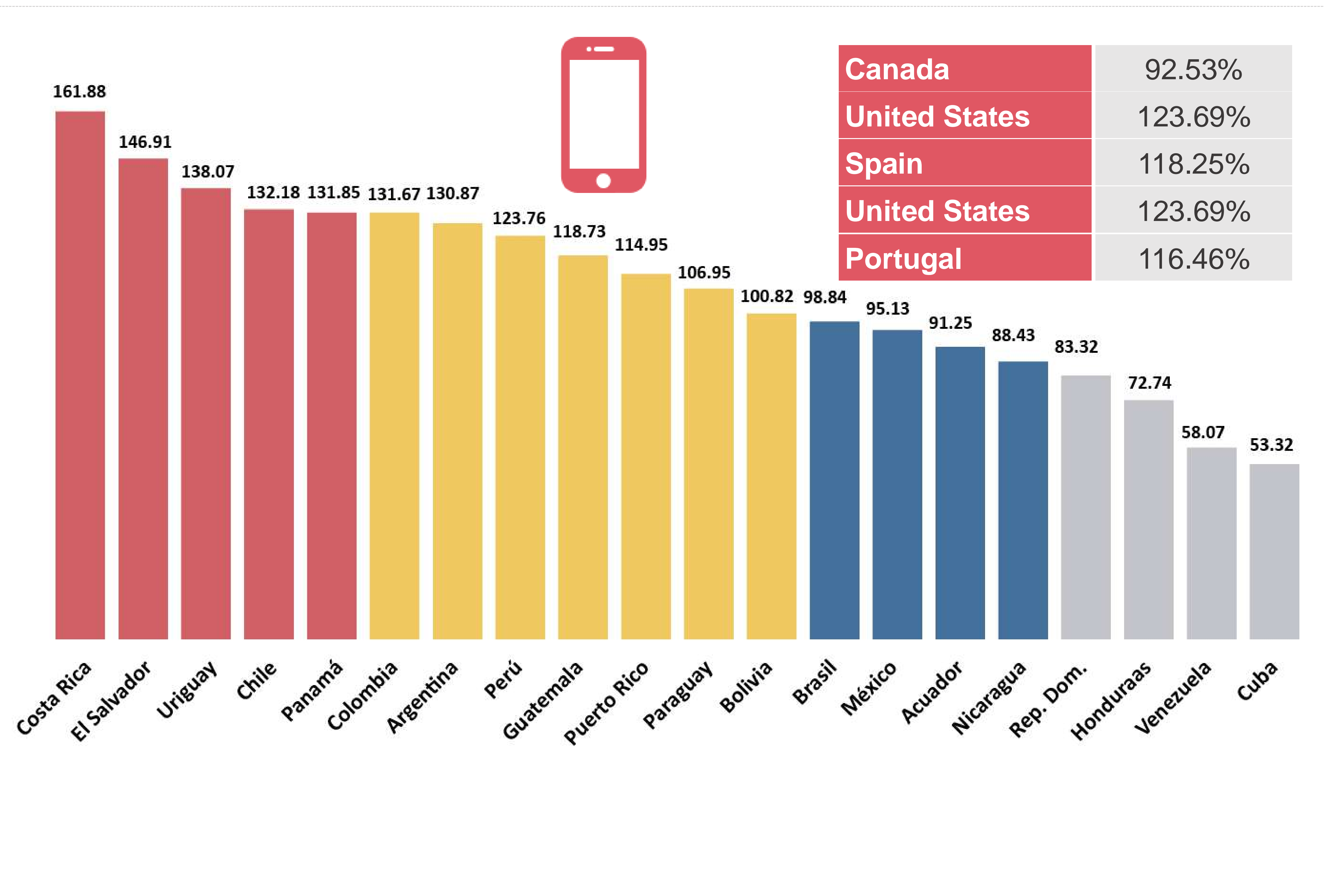
**Safety.** OTP confirmation

**Scope.** Access to millions of mobile phone users.

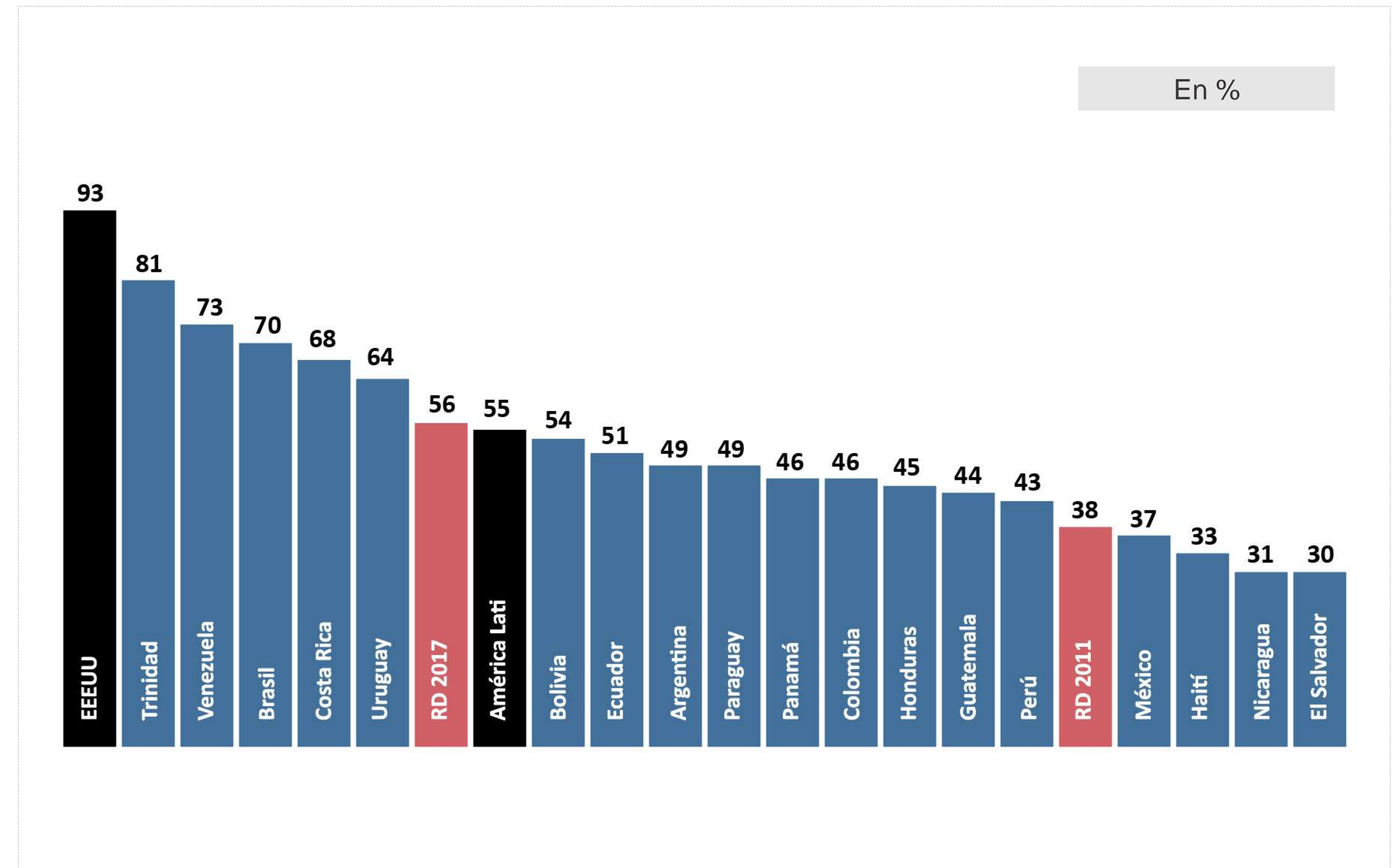
**Profiling.** Already established billing relationship and knowledge of user profile

# DCB - Opportunity in Latin America

Mobile penetration in LATAM.



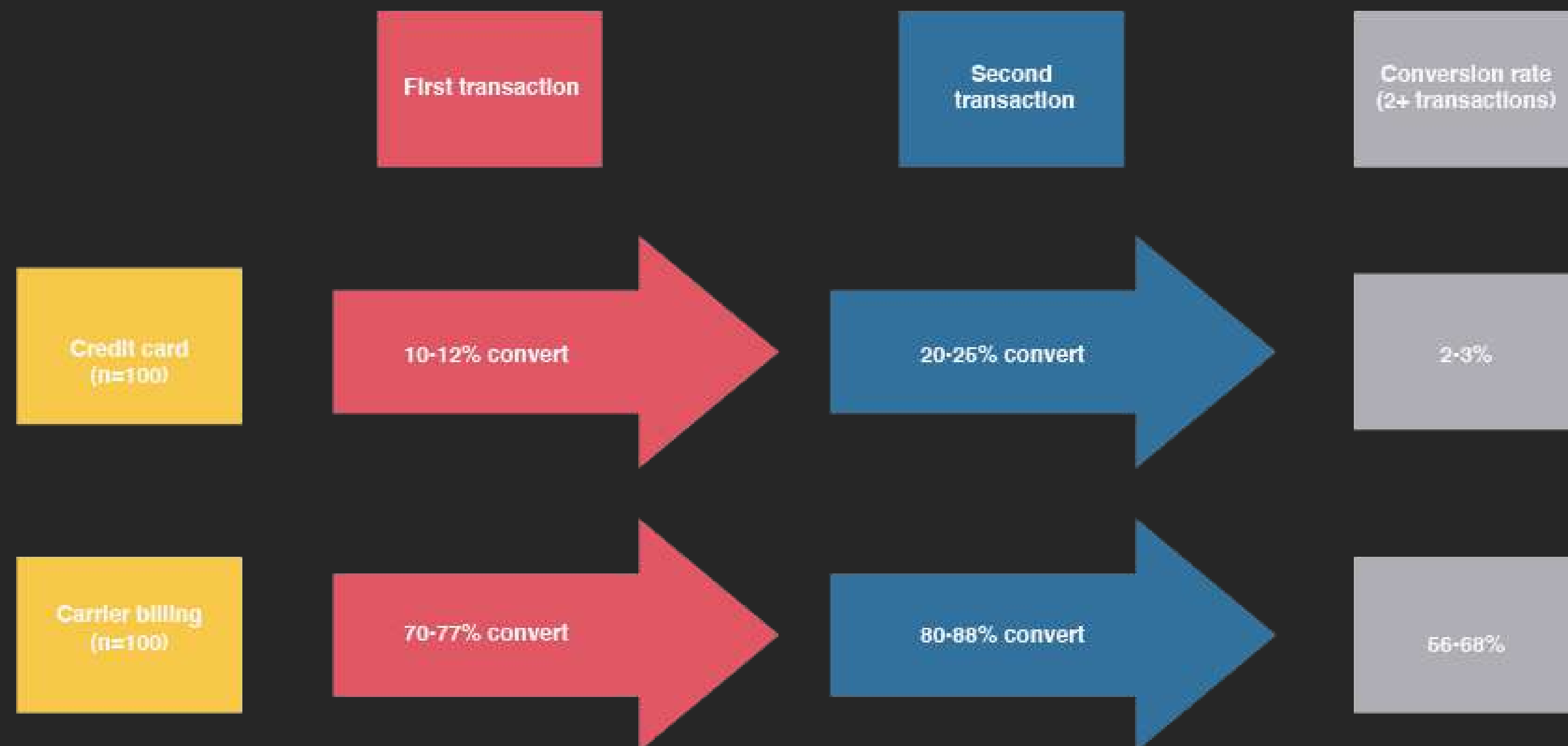
Banking penetration in LATAM.



# DCB - Opportunity in Latin America

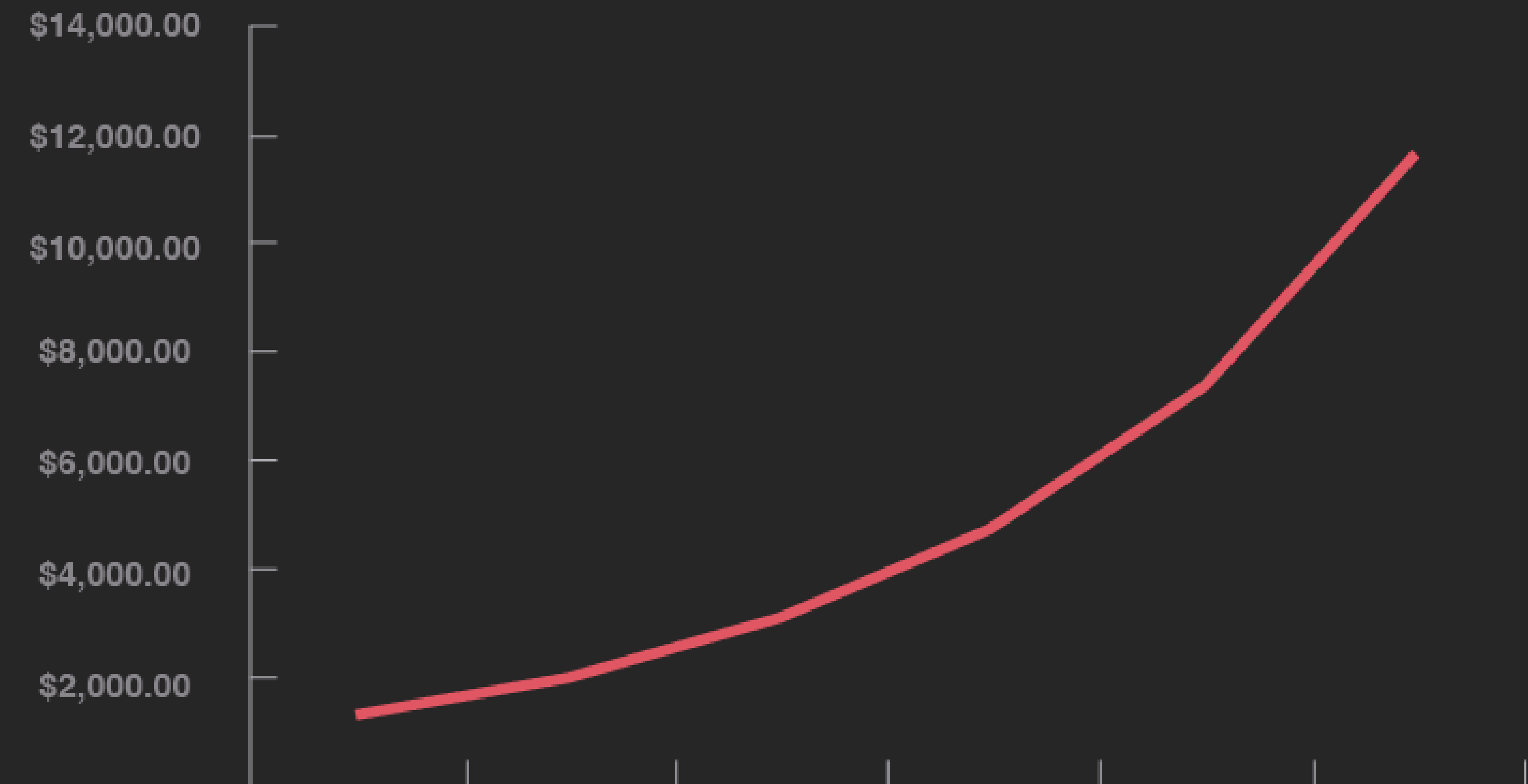
## CR% Comparison

Comparison of conversion rates in payment methods, low-value purchases: Credit card vs DCB



## Growth in user spending via DCB

Total end-user spend via DCB in Latin America (\$m)



# As a DCB supplier...

We promote the sale of digital content through a powerful means of payment with targeted offers.

**Flexibility, security and shopping experience are key objectives.**

DCB Channel Broadcast

Reducing friction with the use of DCB

Regional level (LATAM)

Analytics Services

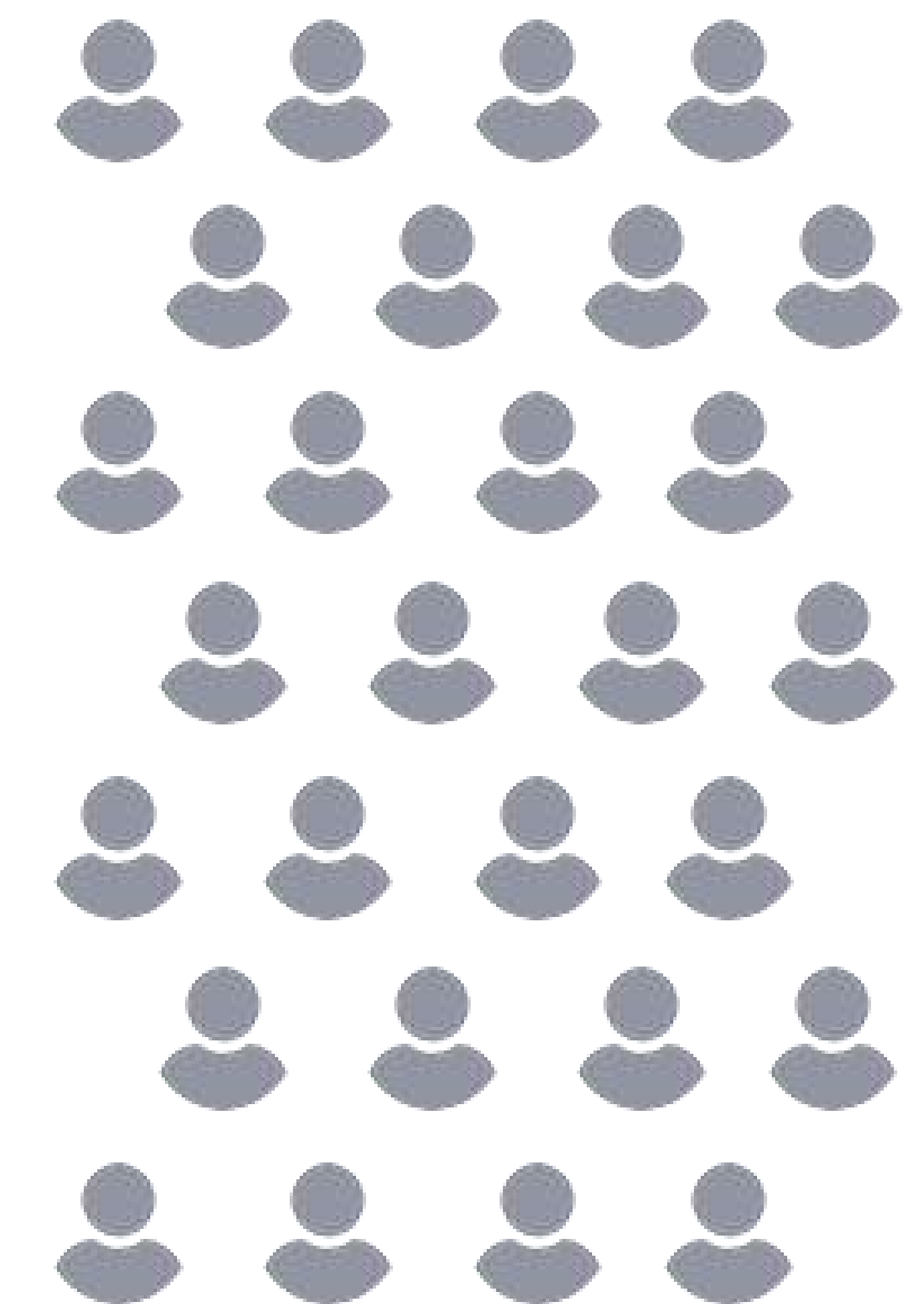
Lead Generation

Strategic Alliances Center

Simplified user experience



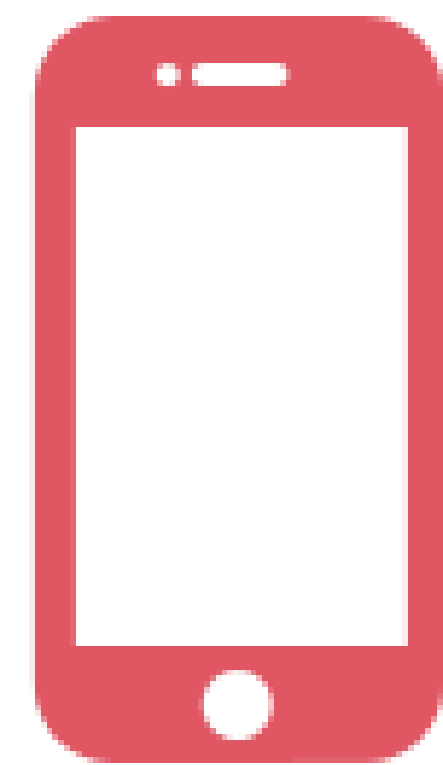
**FERAZ  
Carrier Billing**



All mobile phone users

# Our Digital Marketplace

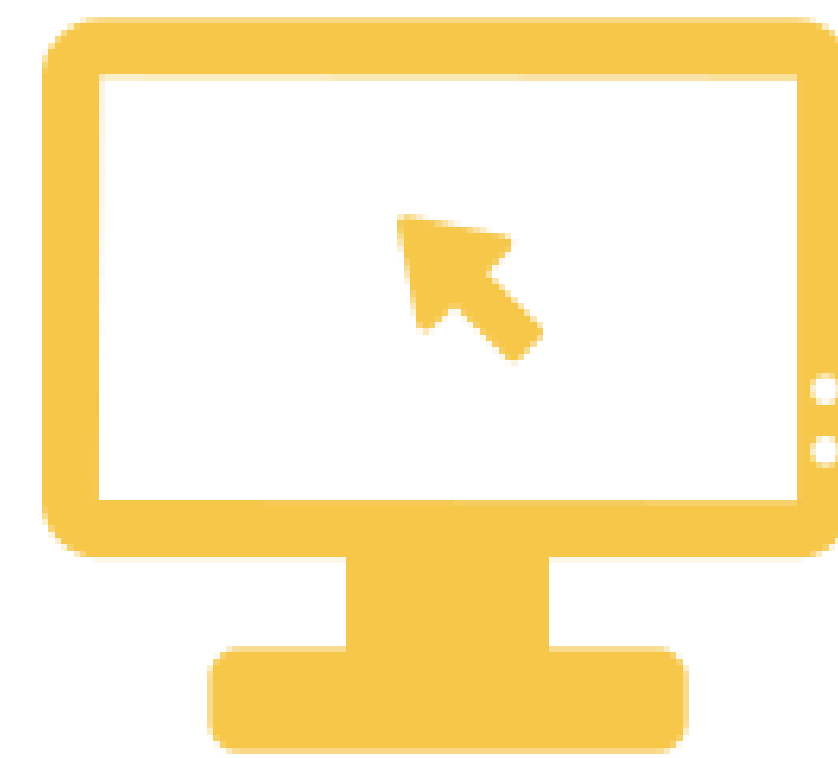
Our multi-operator digital platform makes digital offers available to all mobile phone users. It is the landing of all advertising campaigns and allows purchase transactions in an easy and secure way.



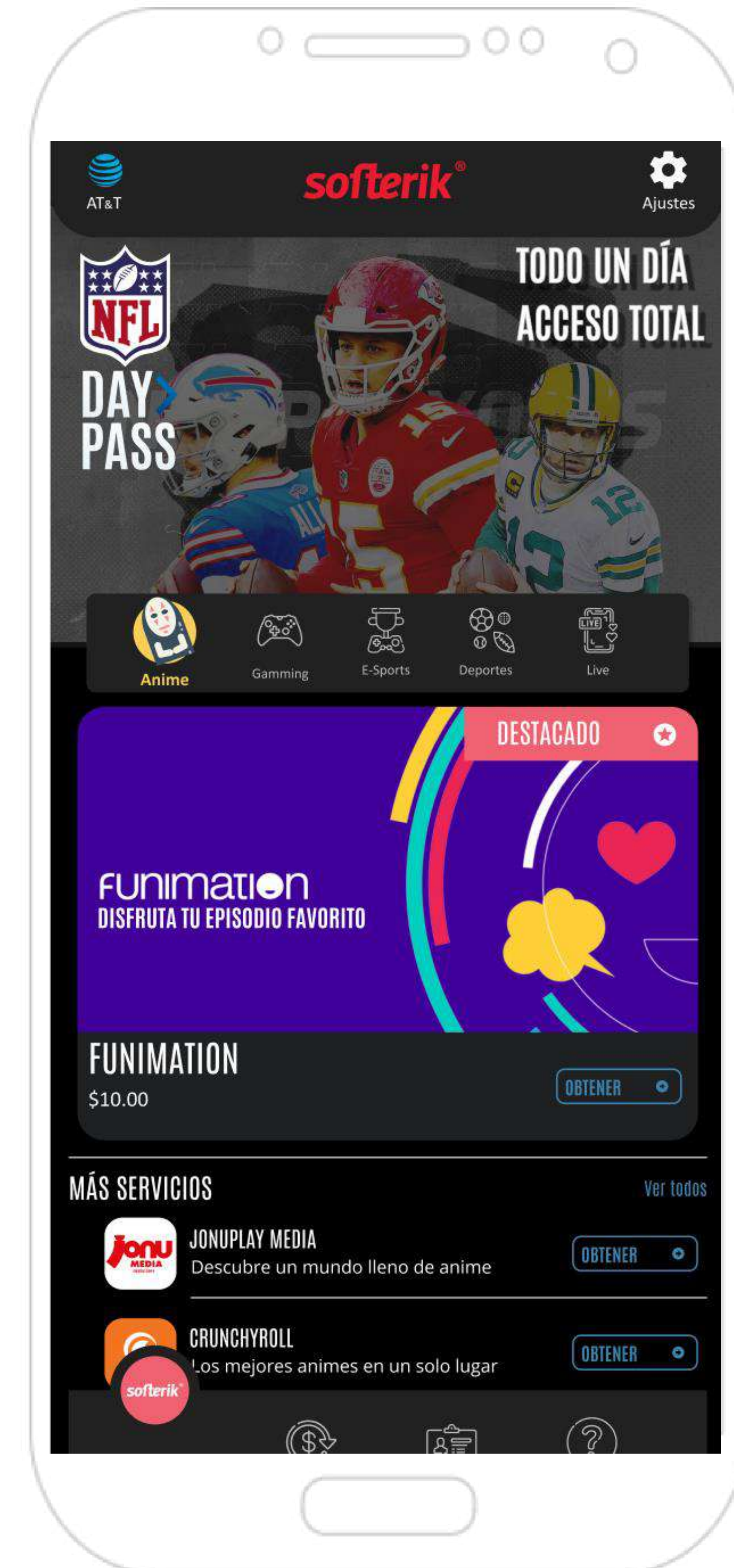
Mobile



Desktop



TV



# Targeted Offer

## Flexibility

Each offer is designed to adapt to the preferences of each user. Purchase of an item, access for a certain time or even digital content + data package are some of the options.

Pay Per Event (TVOD)



Subscription (SVOD)



Advertising (AVOD)

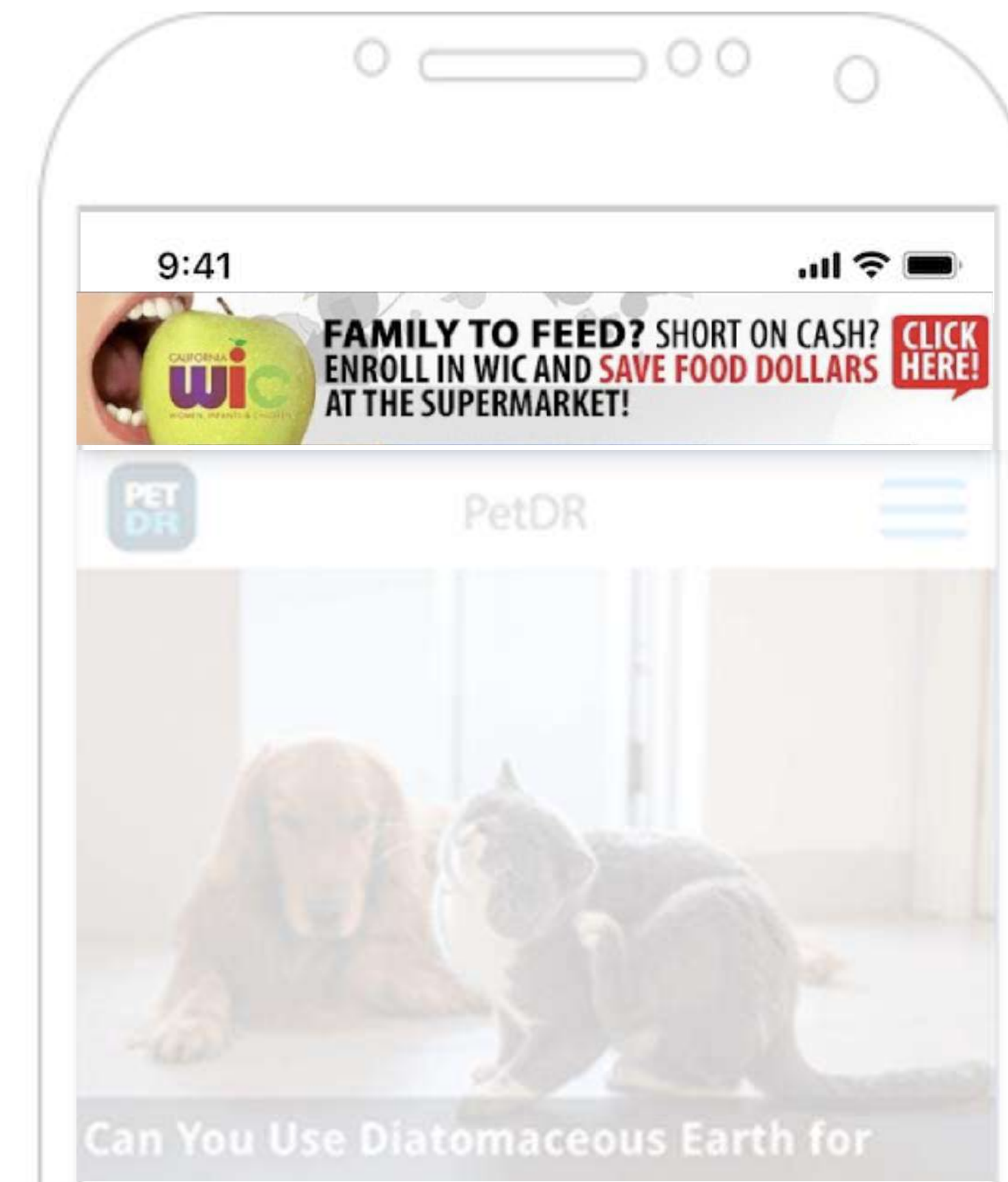


# Communication

Reach: All mobile phone users.

Internal media

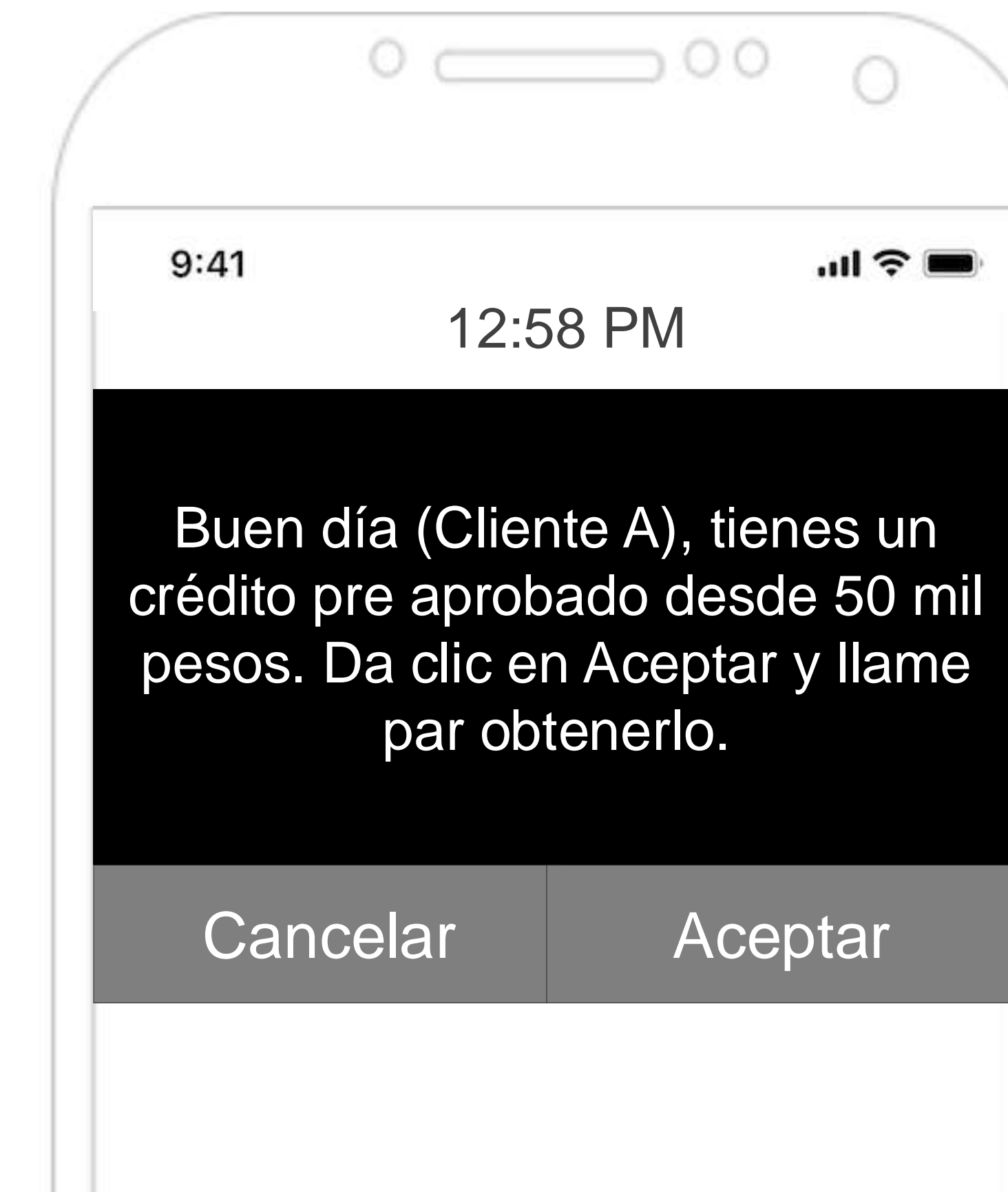
Market place banner



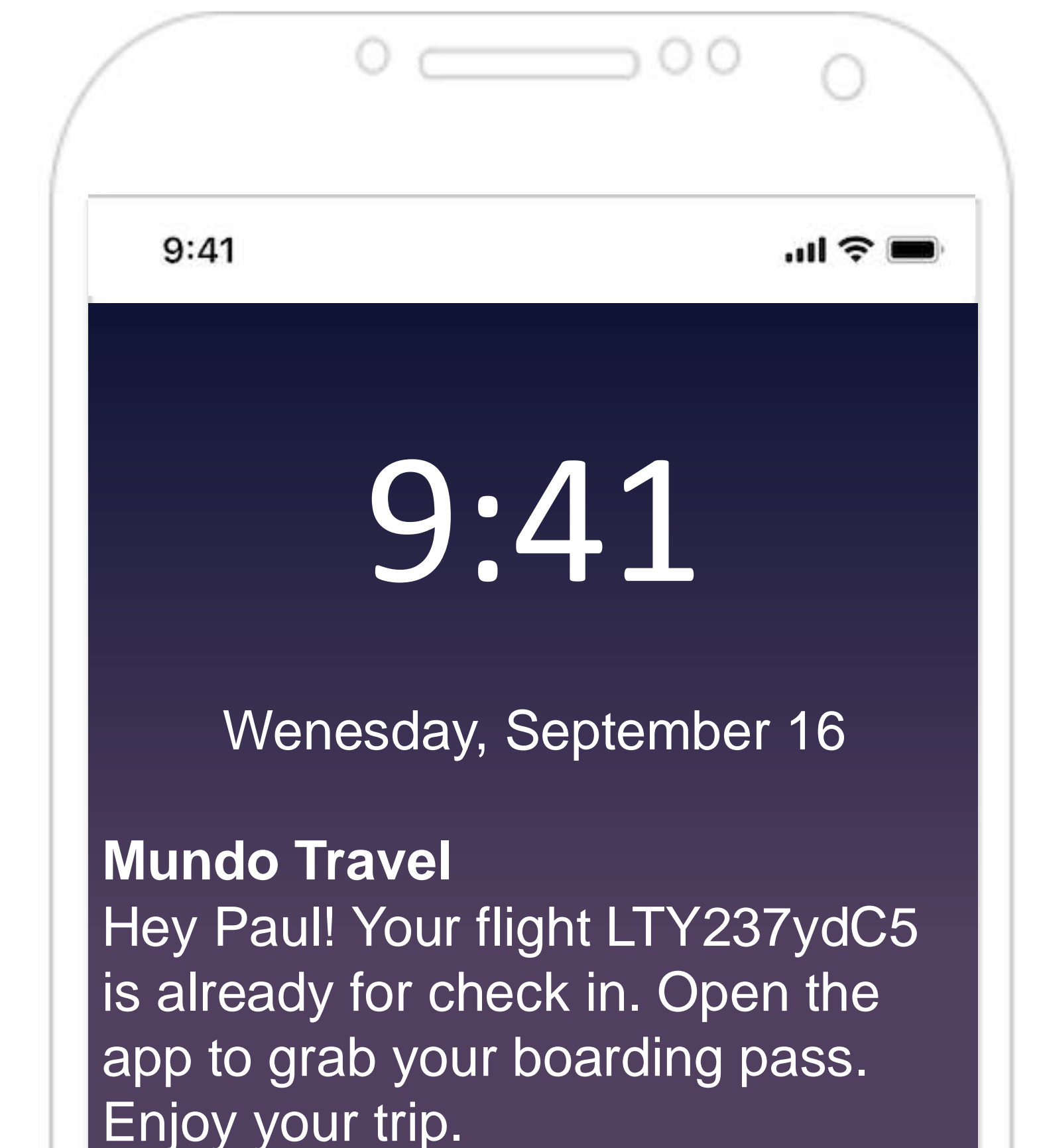
SMS / RCS



SAT Push

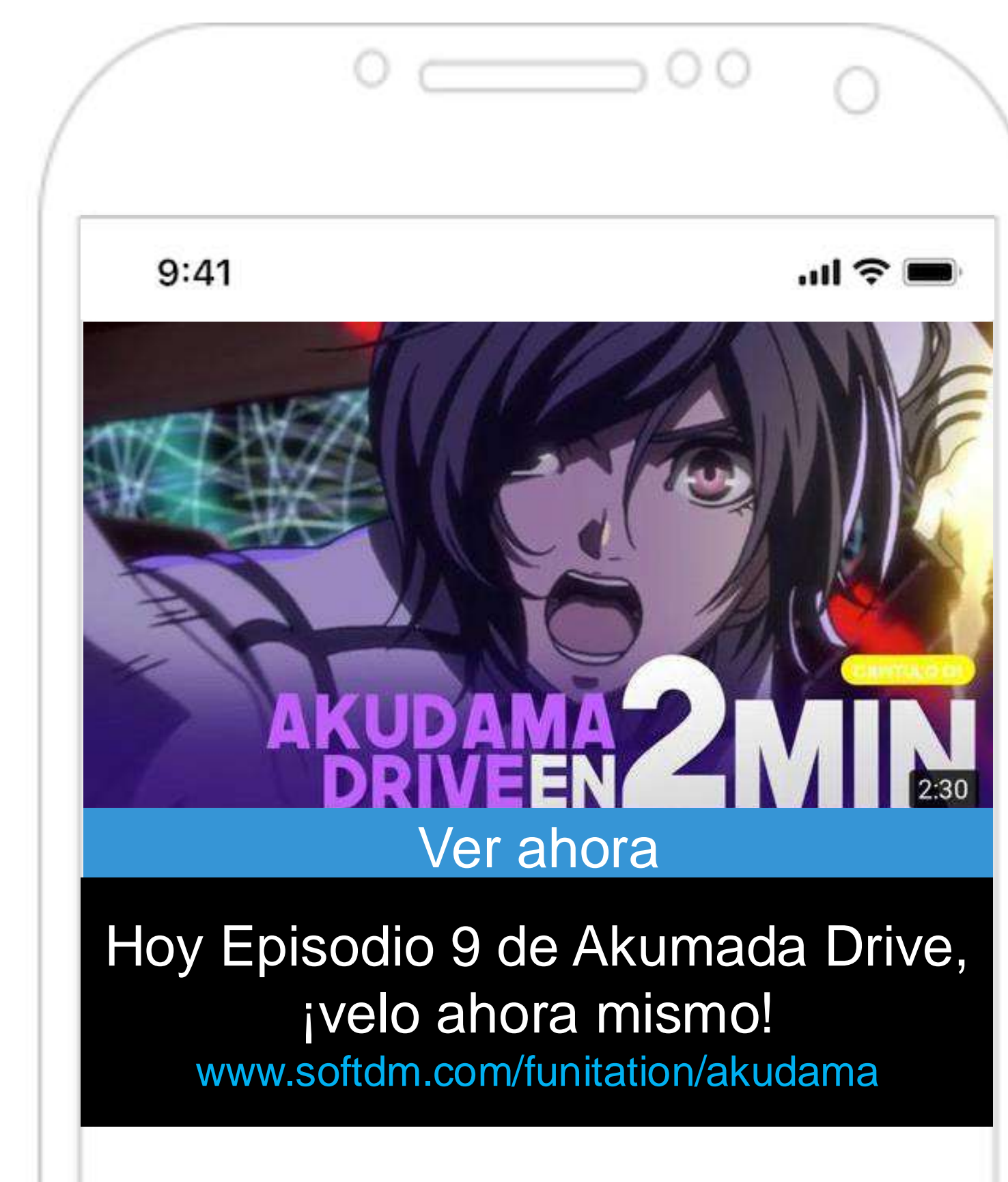


Push Notification

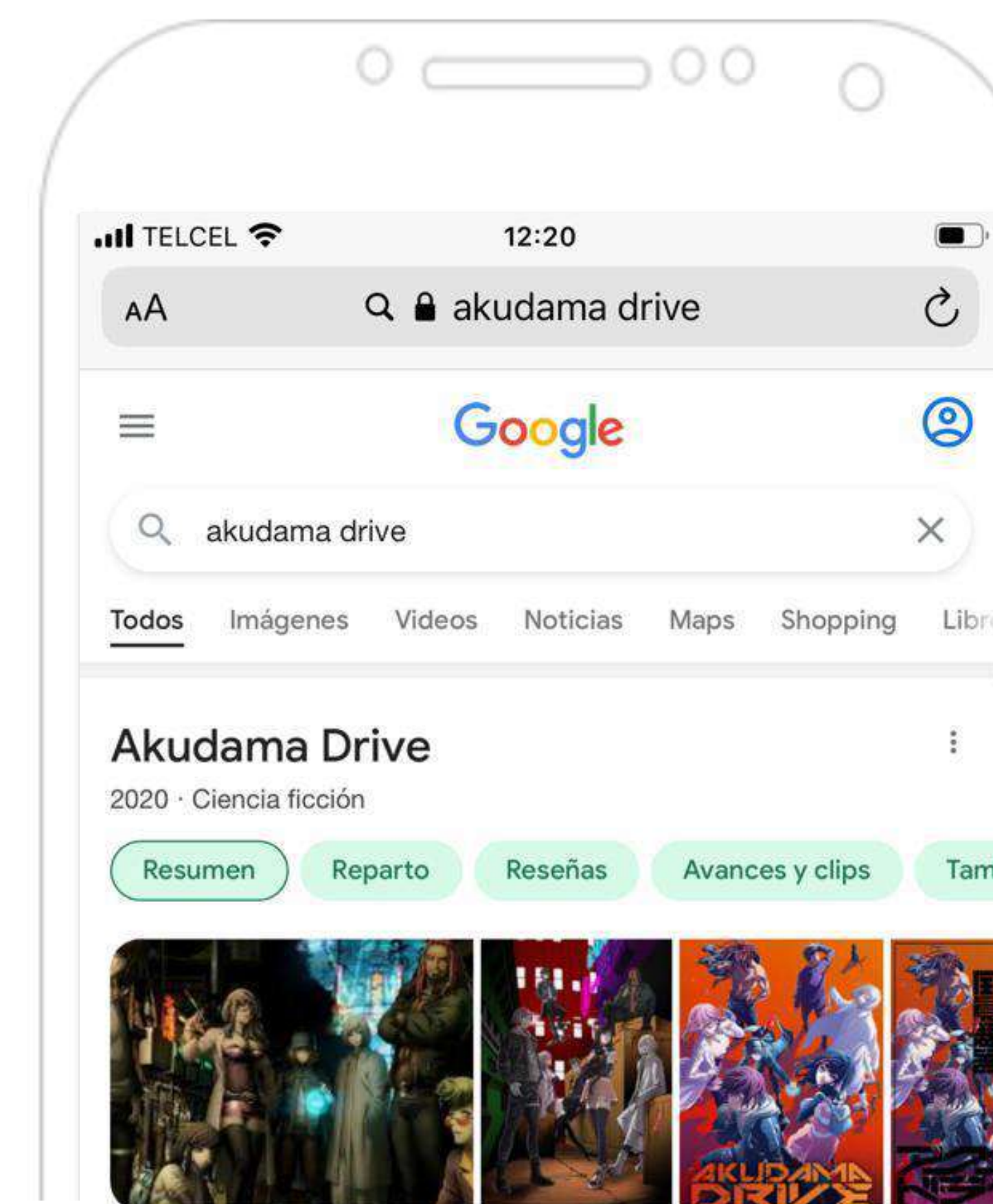


External media

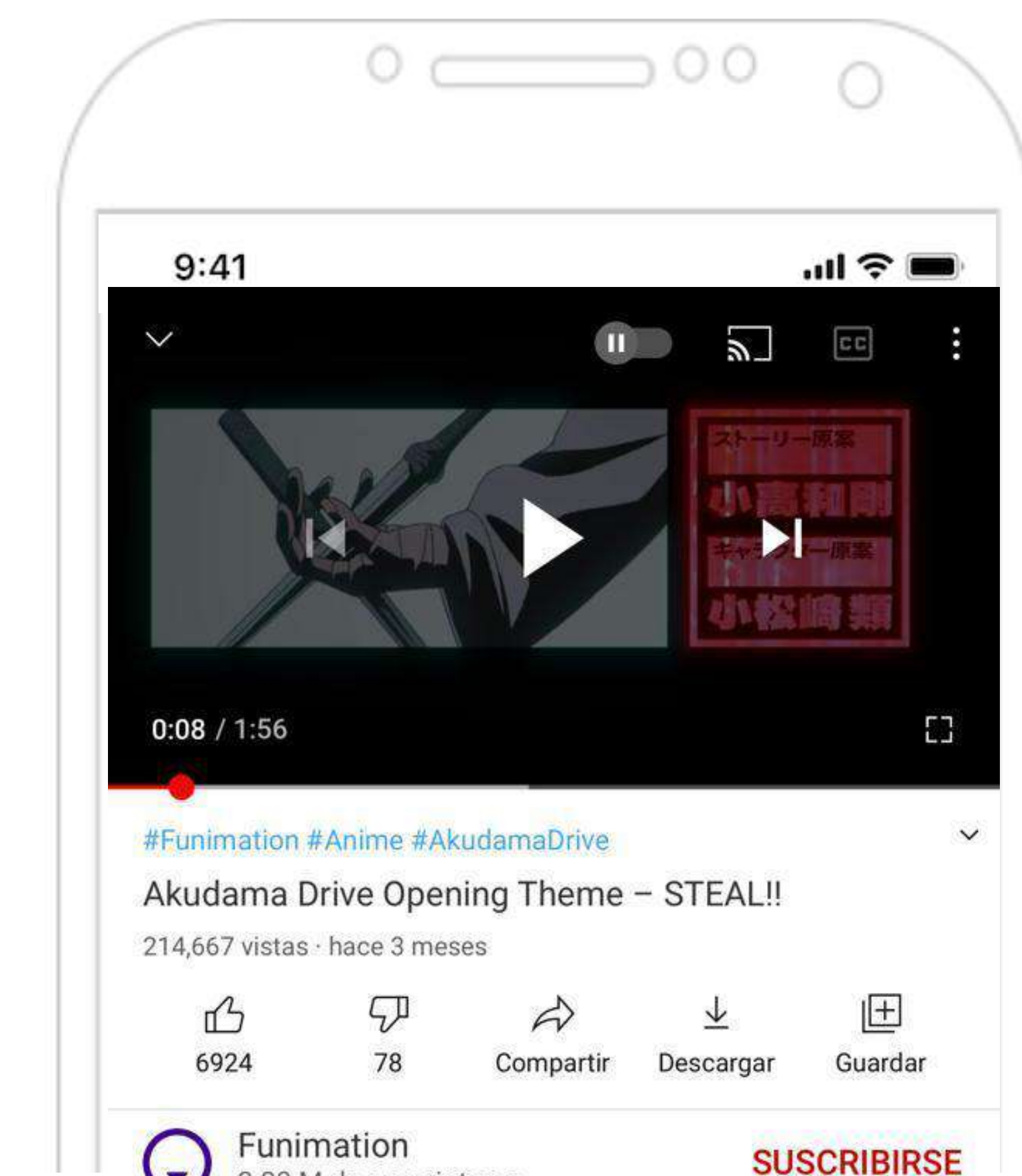
Social Media



Search campaigns



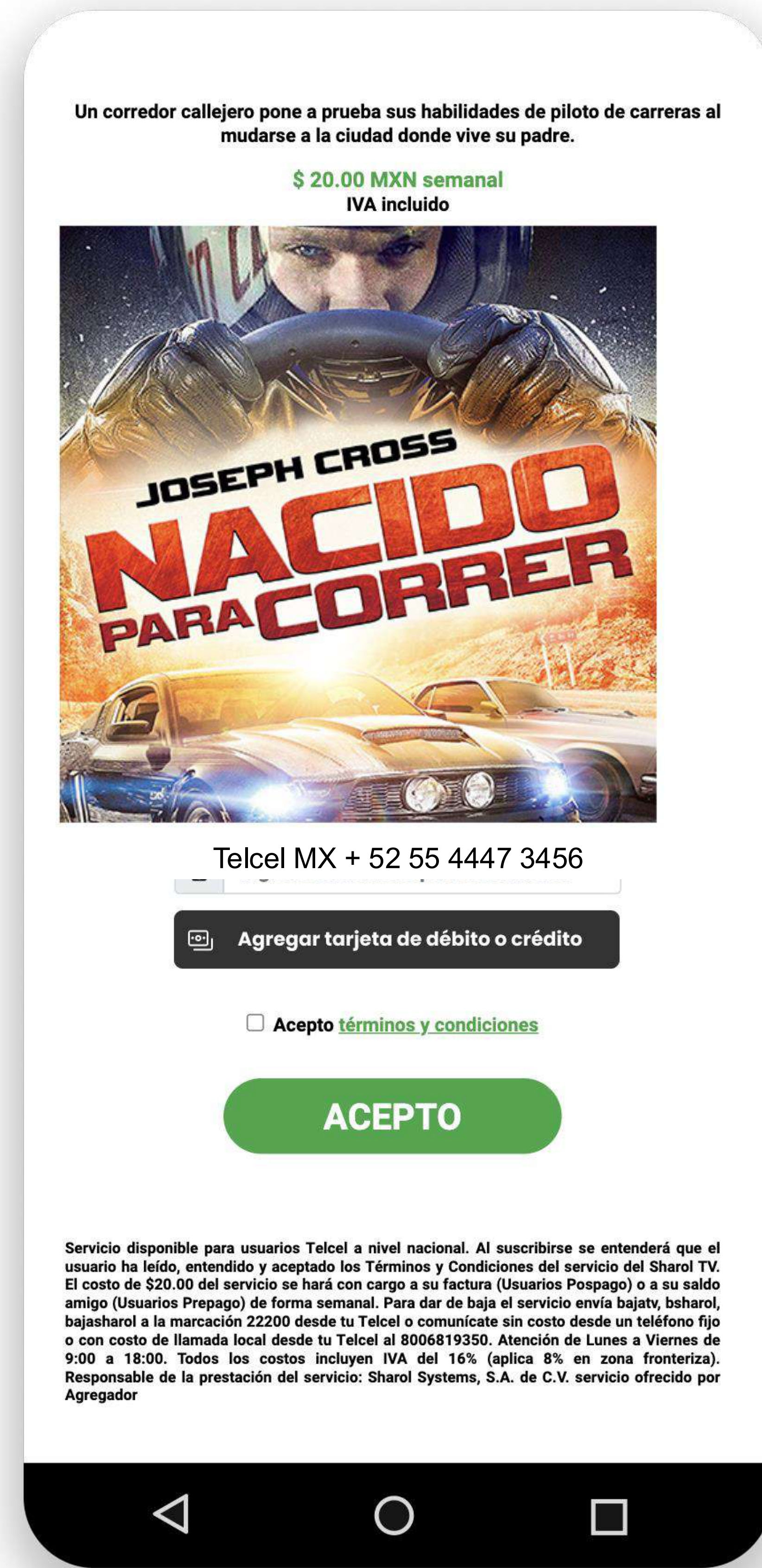
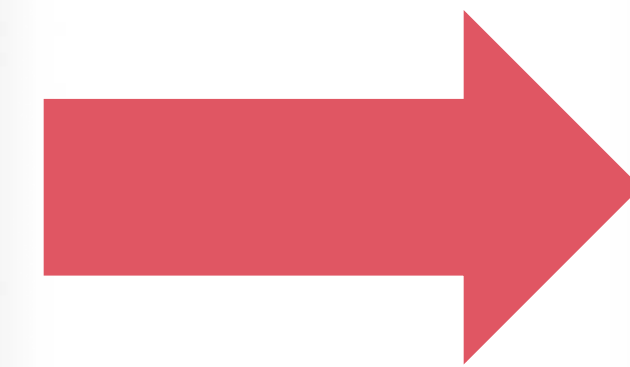
Display



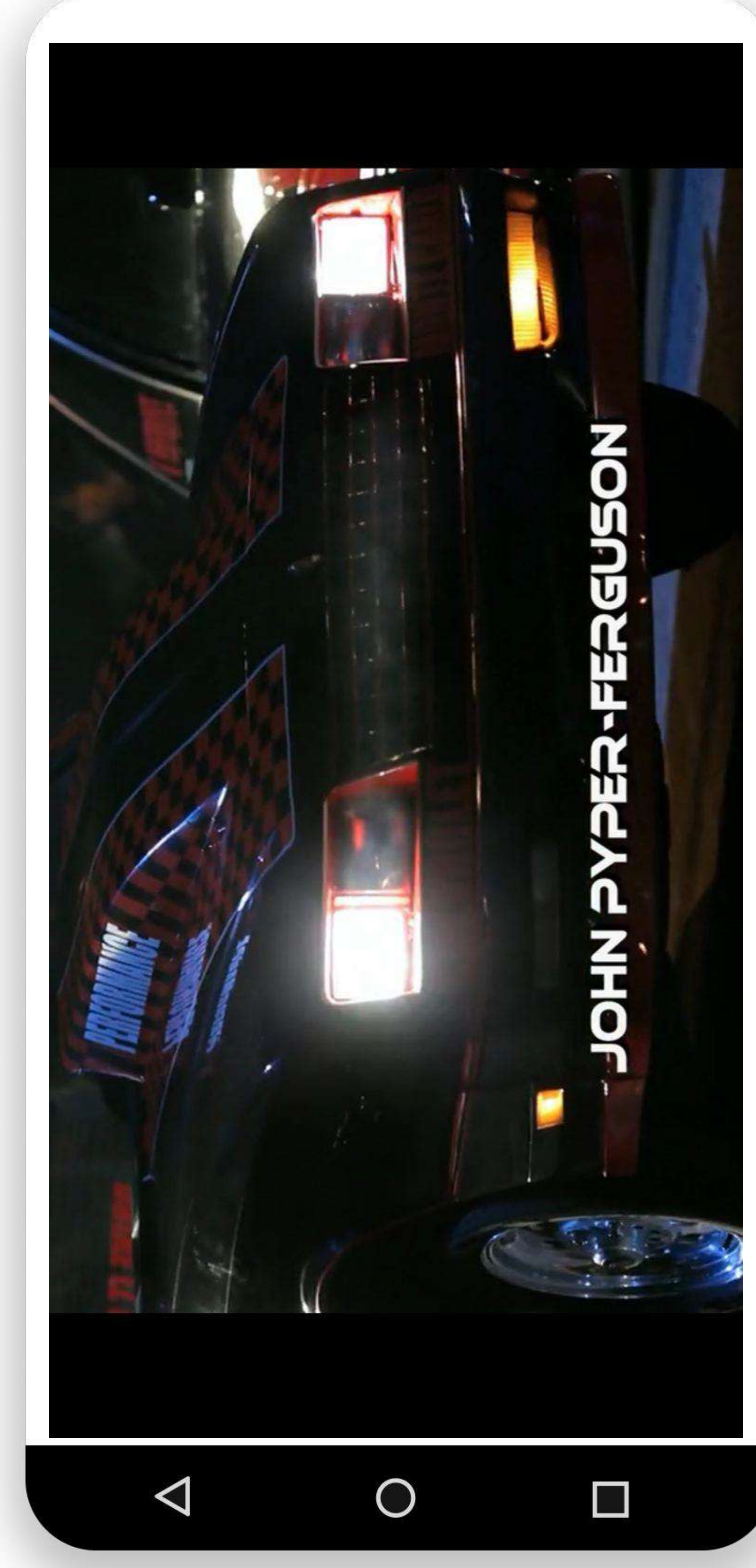
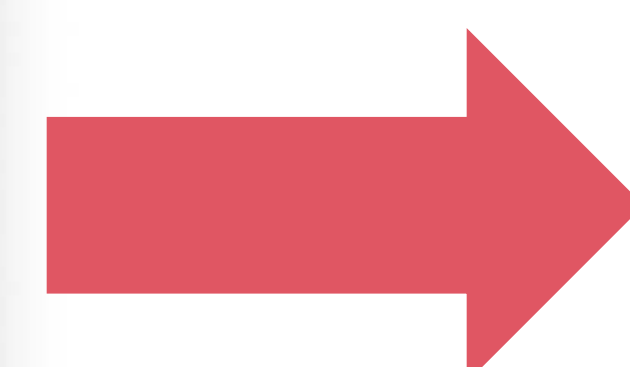
# Carrier Billing Purchasing Process



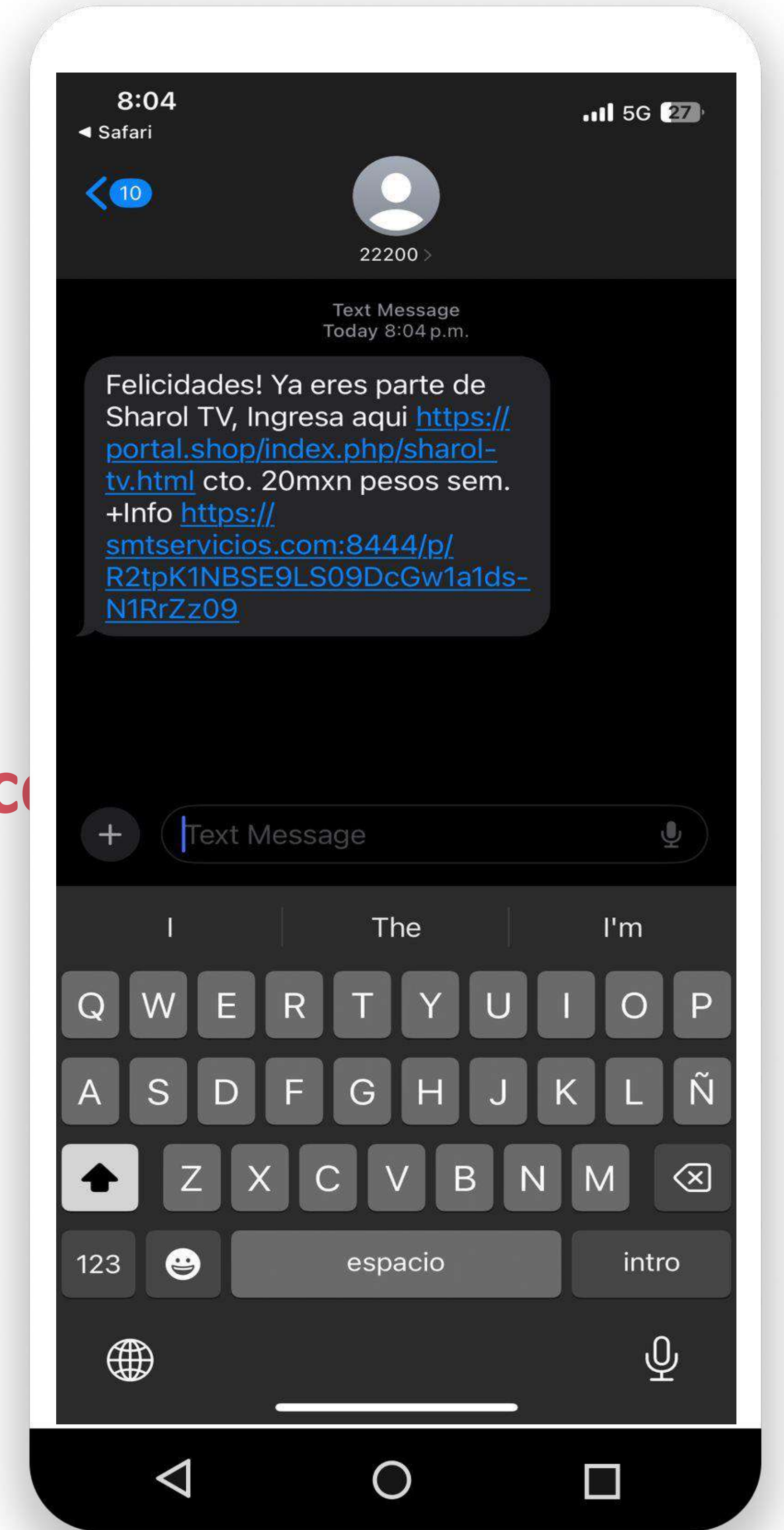
Digital Advertising



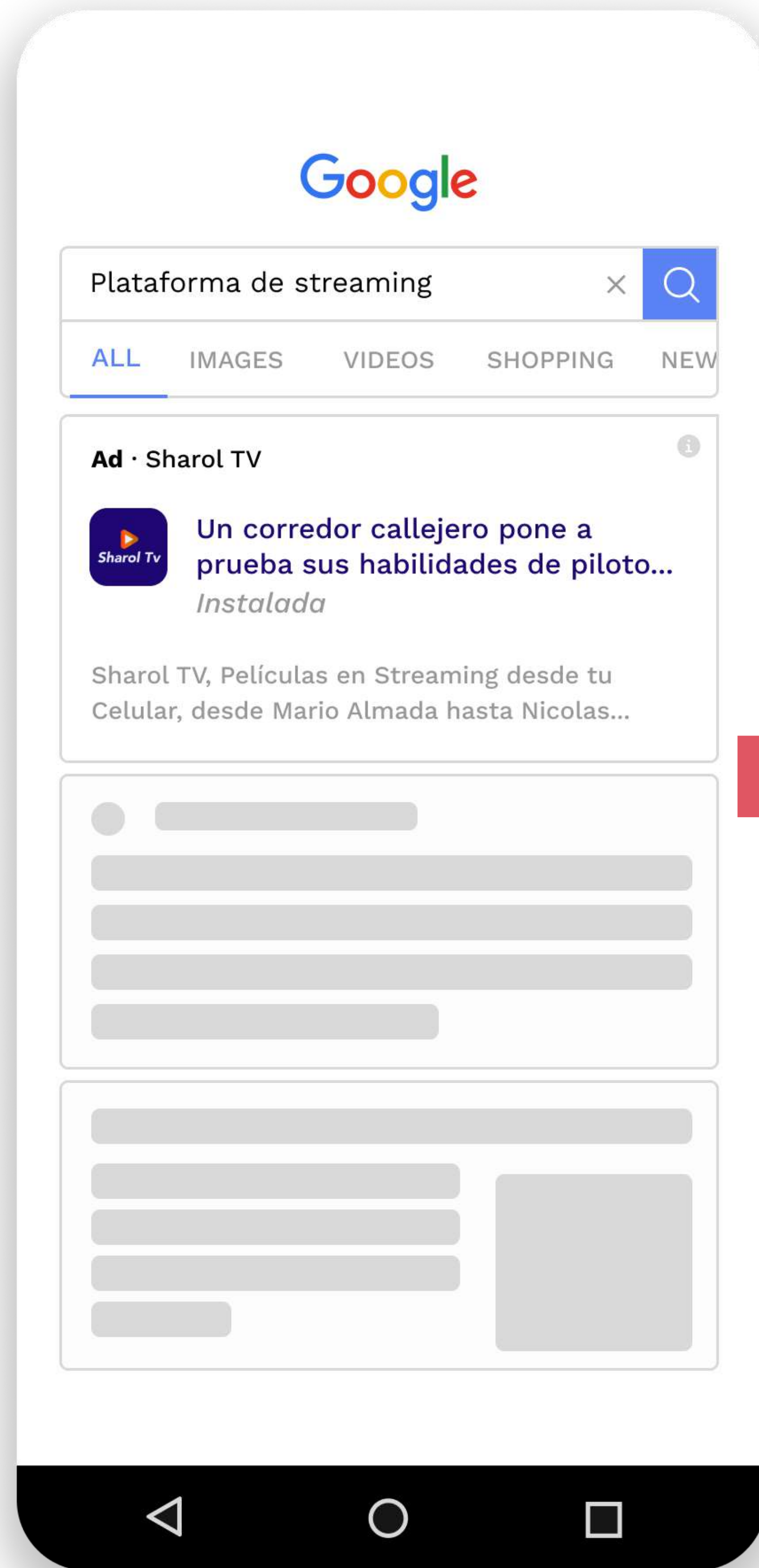
Landing page



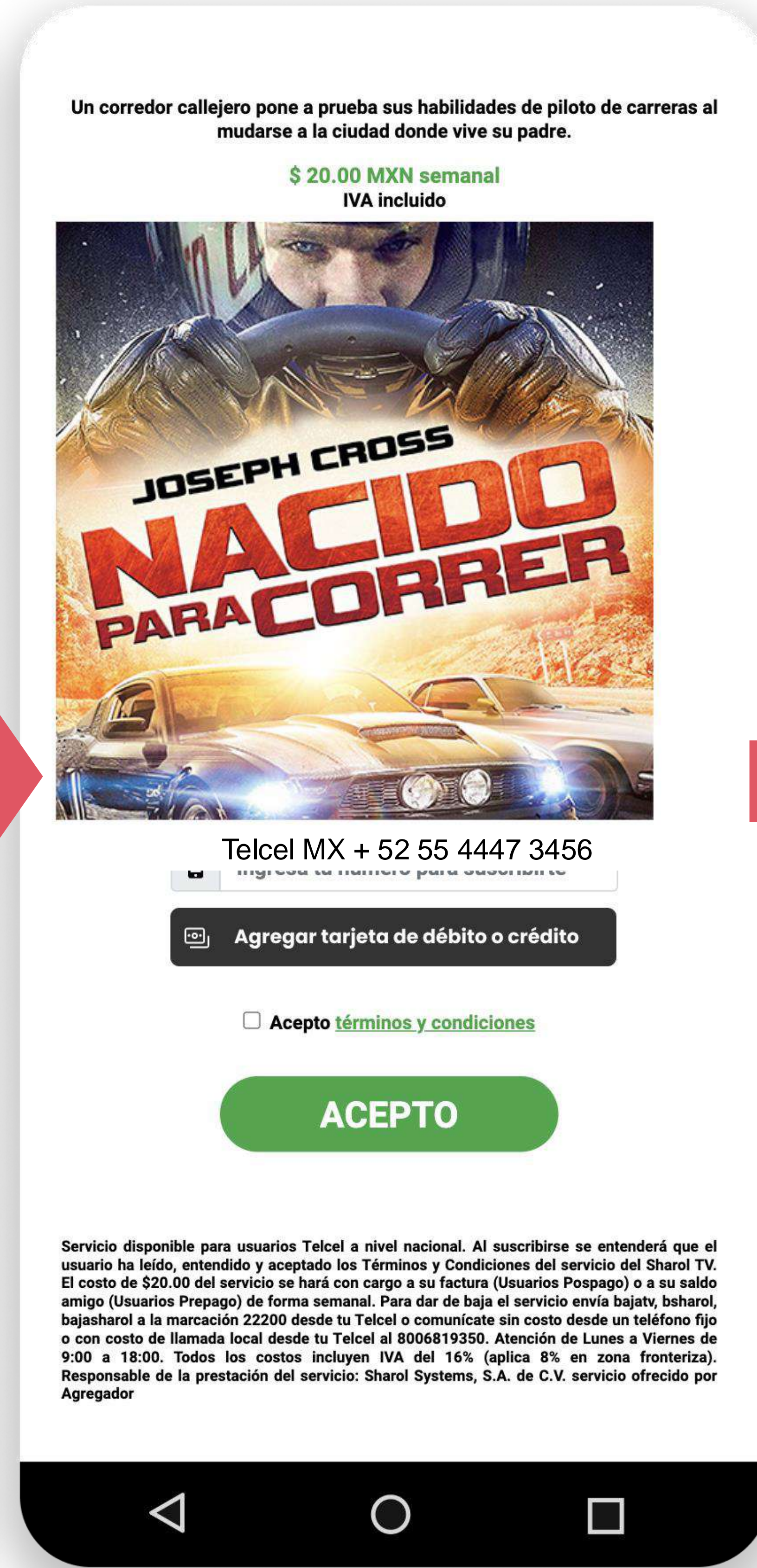
Notice



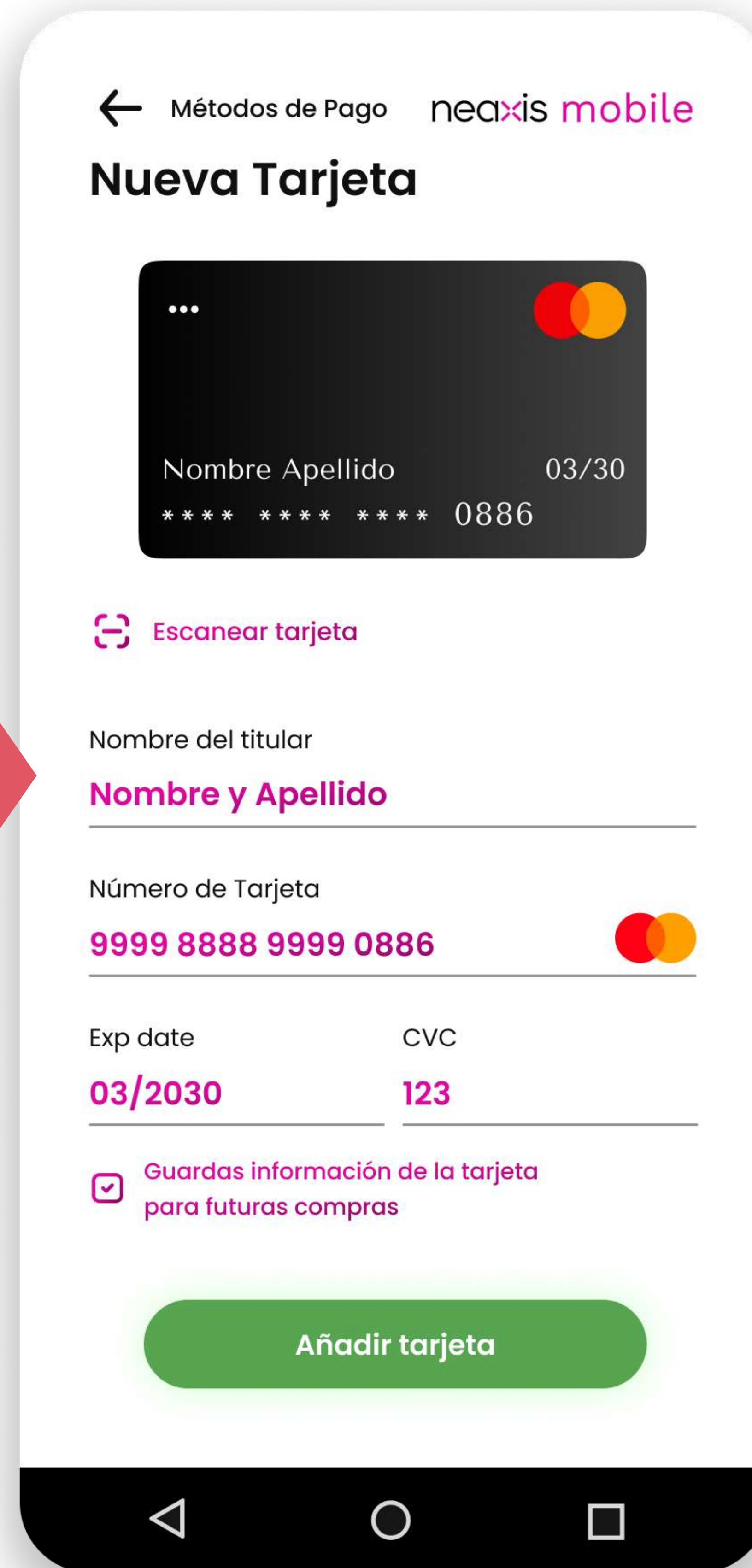
# Purchase process Bank card



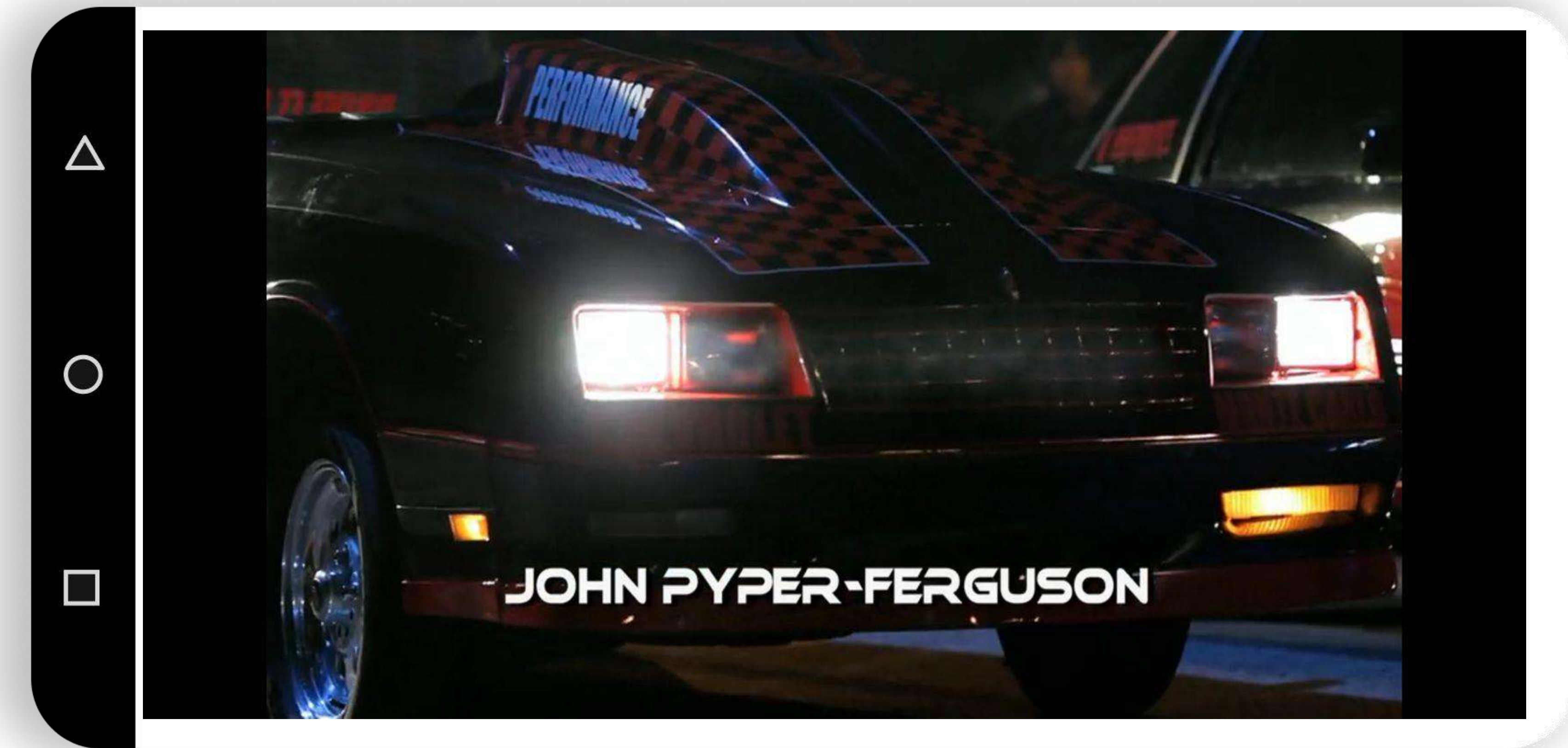
Digital Advertising



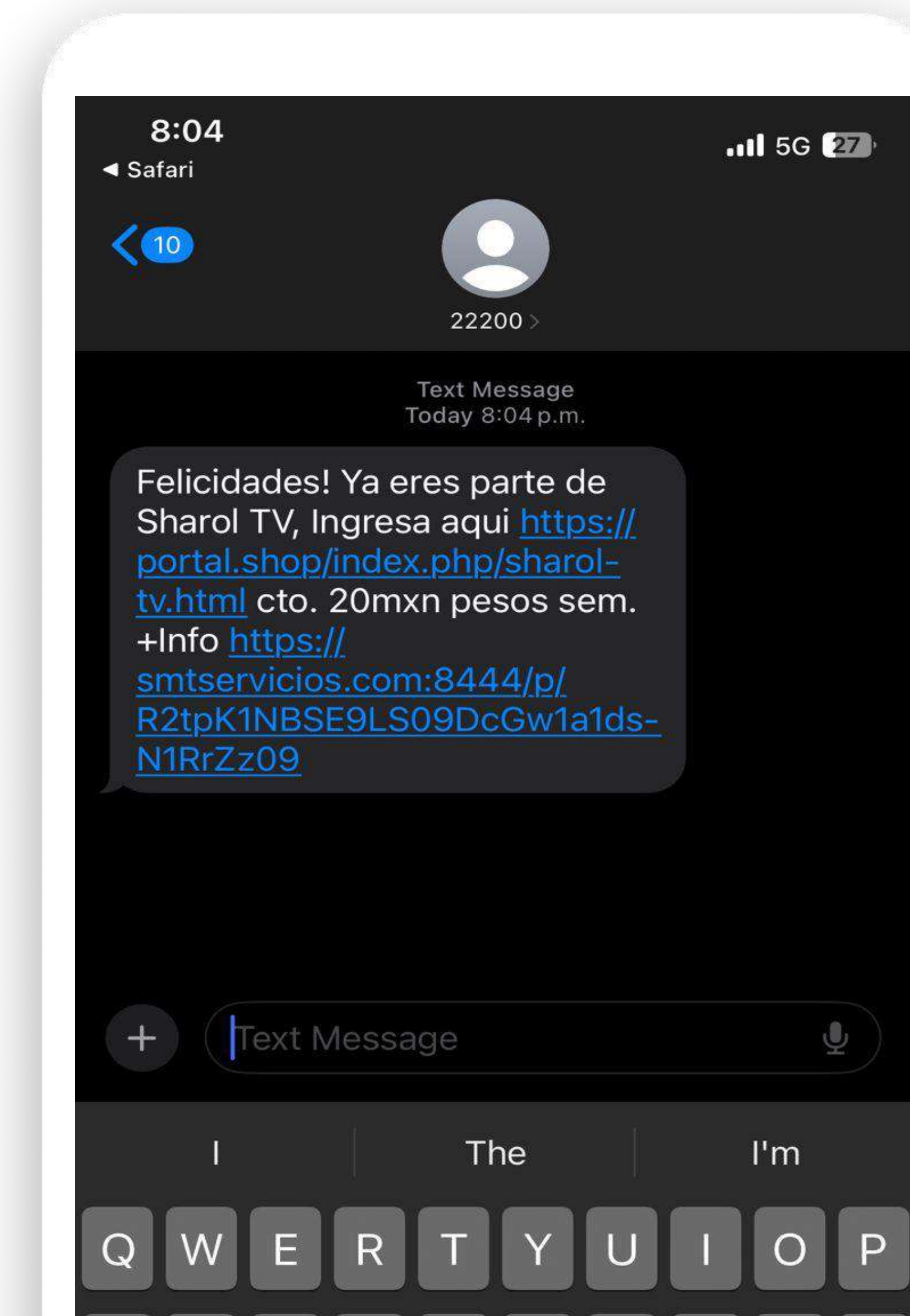
Landing page



Checkout



Content and Notice

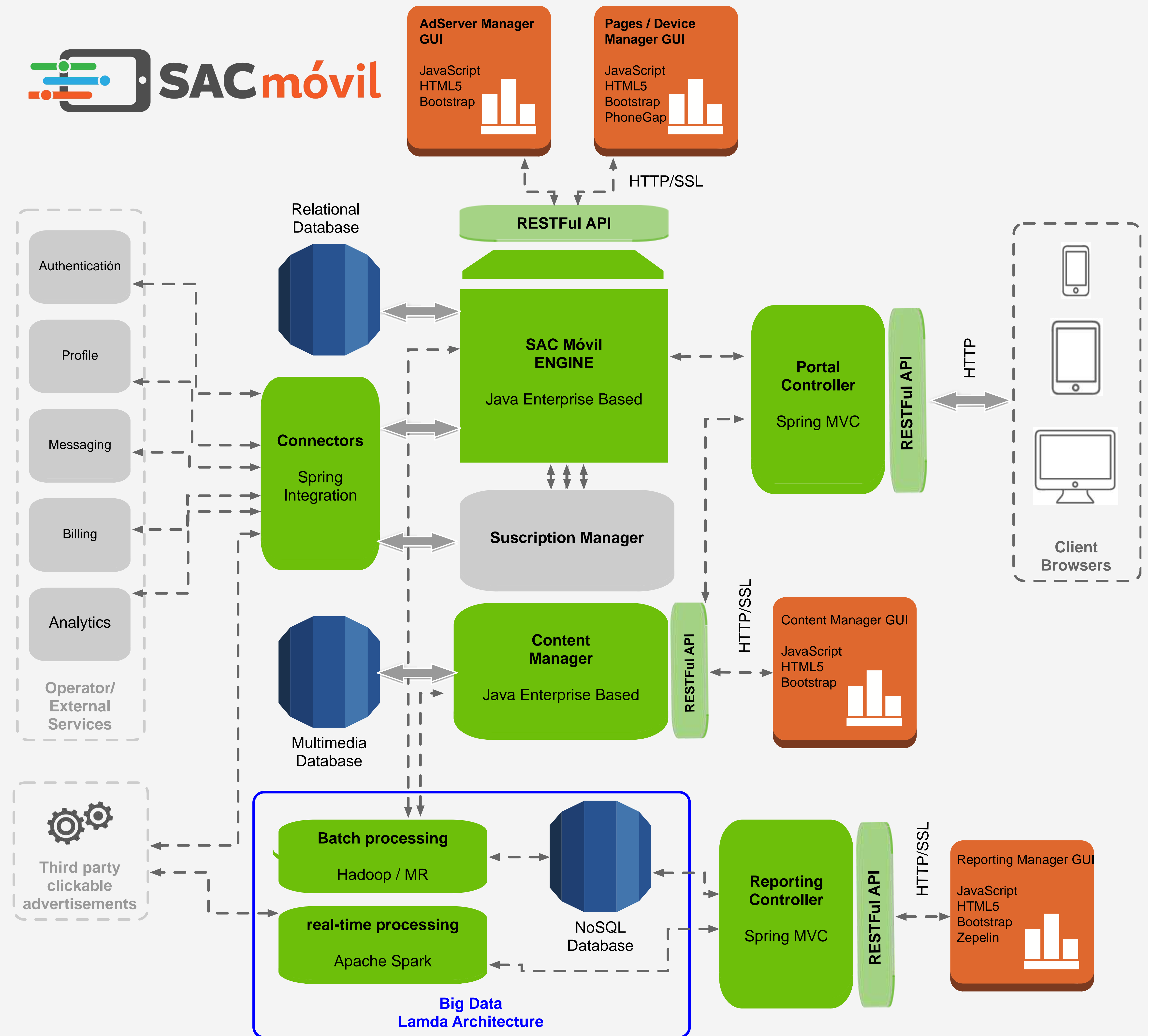


# VAS PLATFORM

With our SAC platform we are able to offer a reliable and robust operation for VAS.

SAC has functionalities to manage and control the user lifecycle in subscription services as well as Premium SMS, bulk, LongCodes, MMS and Sat Push.

Territory	Carrier
República Dominicana	Claro, Viva, Orange
Guatemala	Tigo
El Salvador	Tigo, Digicel
Honduras	Tigo
México	Nextel, Movistar, Telcel, Iusacell
Brasil	Nextel
Panamá	Claro



# API INTEGRATION

**Technology Platform** Built to fit with your processes through easy integration into a safe and sustainable environment



**Streamlined Integration**  
**Plug & Play**  
**Hosted payments page**  
**Direct API**  
**Specific development**



**Anti-Fraud**  
 Artificial intelligence  
 Real-time monitoring  
 Setting Thresholds and Alarms  
 Behavioral Analysis



**Business Intelligence**  
 Simple dashboards  
 Custom reports  
 User Information Management  
 Landing page editor



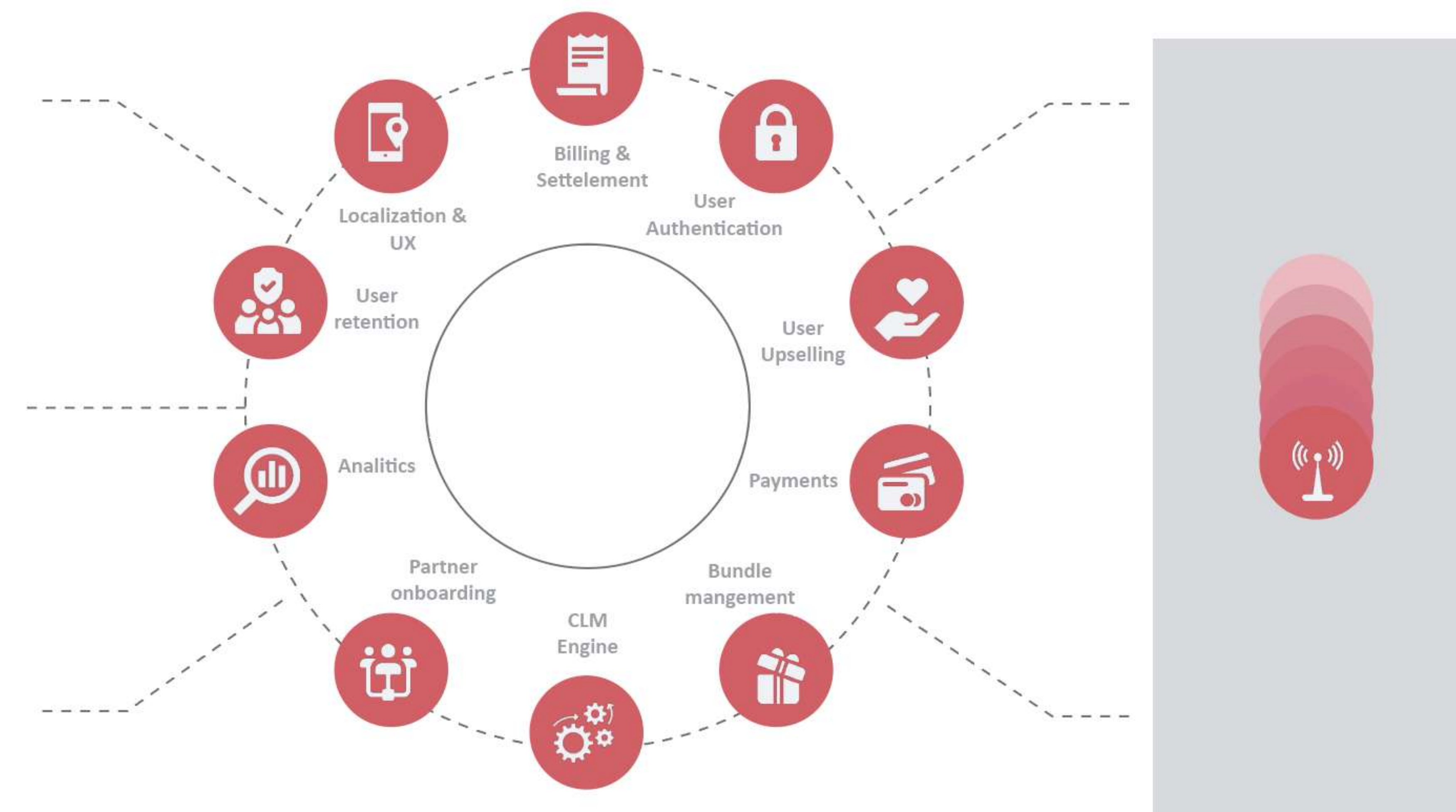
**Customer Care**  
 24/7 local support  
 Refund and blacklist management  
 Multichannel  
 Dashboard CRM

**Create a seller account**  
 Contact us to register

**Choose an API and connect**  
 We have multiple APIs to suit your needs  
 -Hosted content provider payment page  
 -Direct API

**Proof of payments**  
 Try our payment solution with a free account for testing

**Rady to go**  
 You're ready to increase your sales





# OUR PRODUCTS

- WAP with multimedia content
- Apps with Carrier Billing
- Augmented reality
- Branded Content
- Streaming
- Multi Operator – Territory

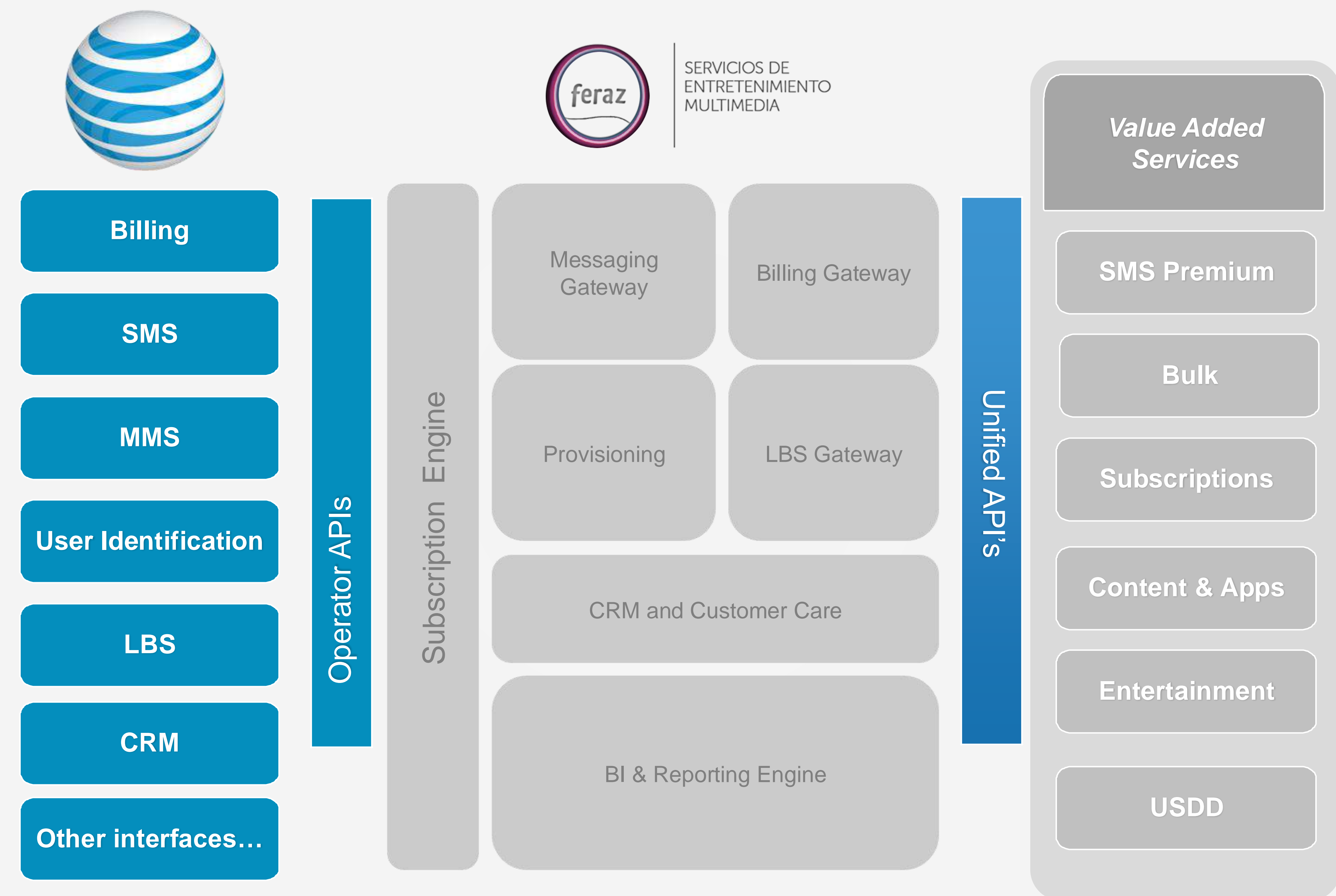
# VALUE PROPOSITION IN MASTER AGGREGATOR



# ONE INTEGRATION

Only one connection is required to enable a universe of services and providers. Among them:

- Subscription Services
- Premium and Bulk SMS
- Mobile Marketing
- SMS Super Play
- Among others



## SuperPlay SMS

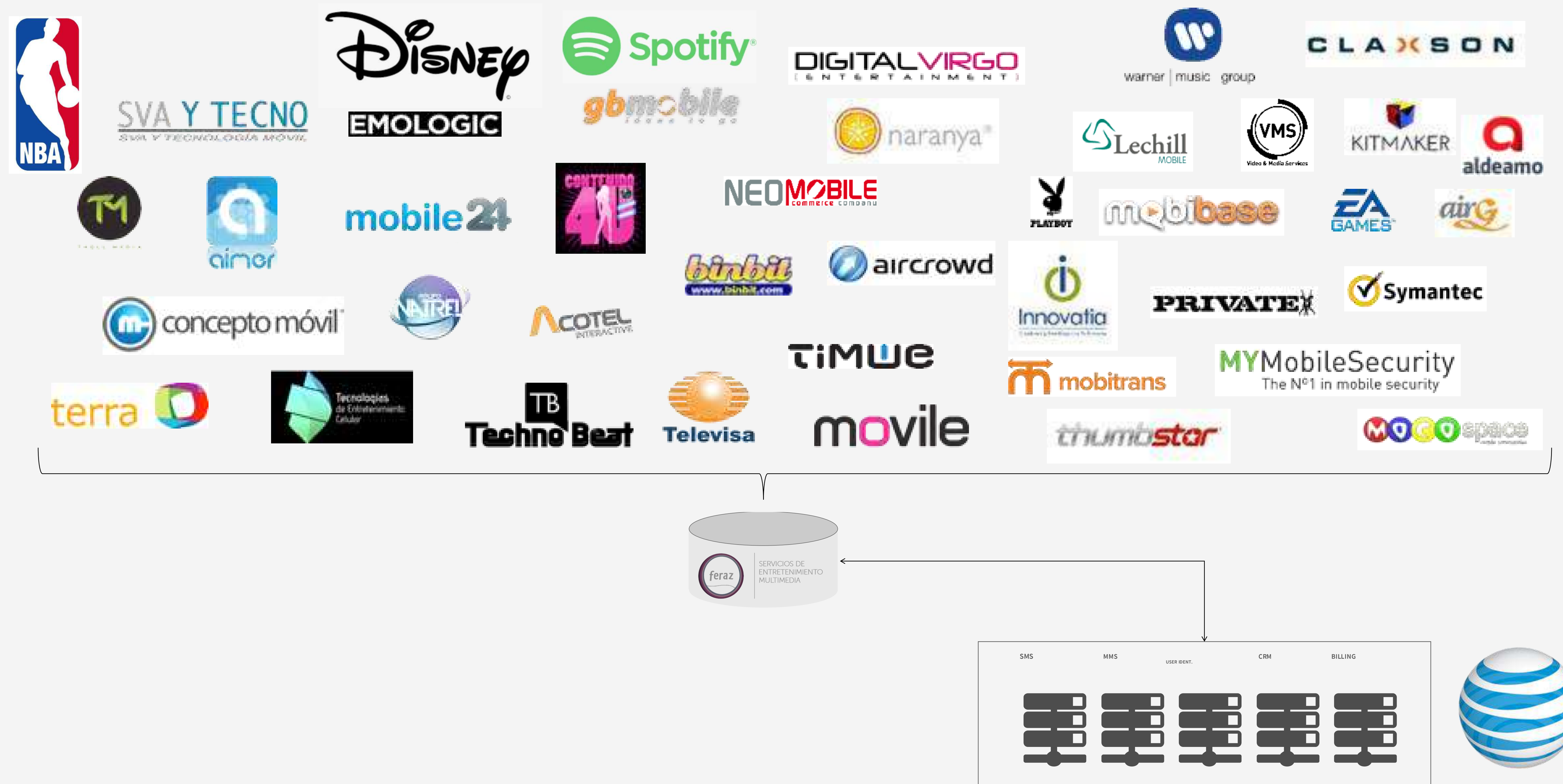


## Subscription Services

Dear Mario. Your LATAM 349033 flight is delayed by two hours. Please contact 305-45698 for more information. We apologize for any inconvenience this may present to you.

## Bulk SMS

# ECOSYSTEM



# BENEFITS FOR THE CARRIER

## Operations

### Centralize VAS Operations

It will allow the carrier internal resources to be focused on other efforts, in turn, it will reduce the implementation time of new projects.

## Efficiency

### Operational Efficiency

Having a single management will allow the work of contracts, payments, reconciliations and claims to be more efficient. Likewise, manage SMS traffic and collection policies in an effective and balanced way.

## Revenue

### Increase Revenue

Maximize the area's income opportunities, with a focus on quality and end-user satisfaction.

## Support

### Reporting and Support Platform

It will have reports on traffic, income and daily use of services. As well as standardized collection policies for all suppliers.

## Customer Service

### Customer Care Platform

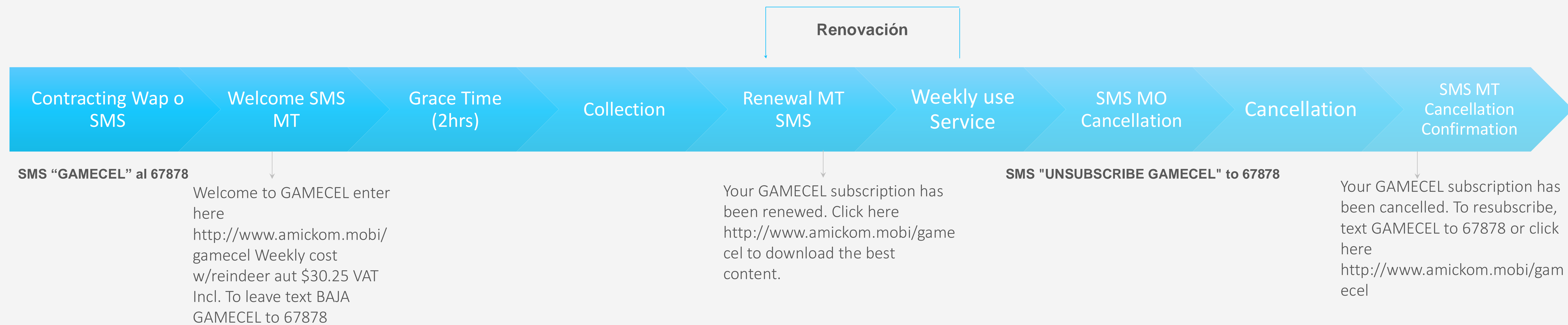
You will have a platform for your customer service representatives, where they can view all of a user's subscriptions, the services they are affiliated with, and a complete detail of their transactions.

# POLICY CONTROL MANAGER

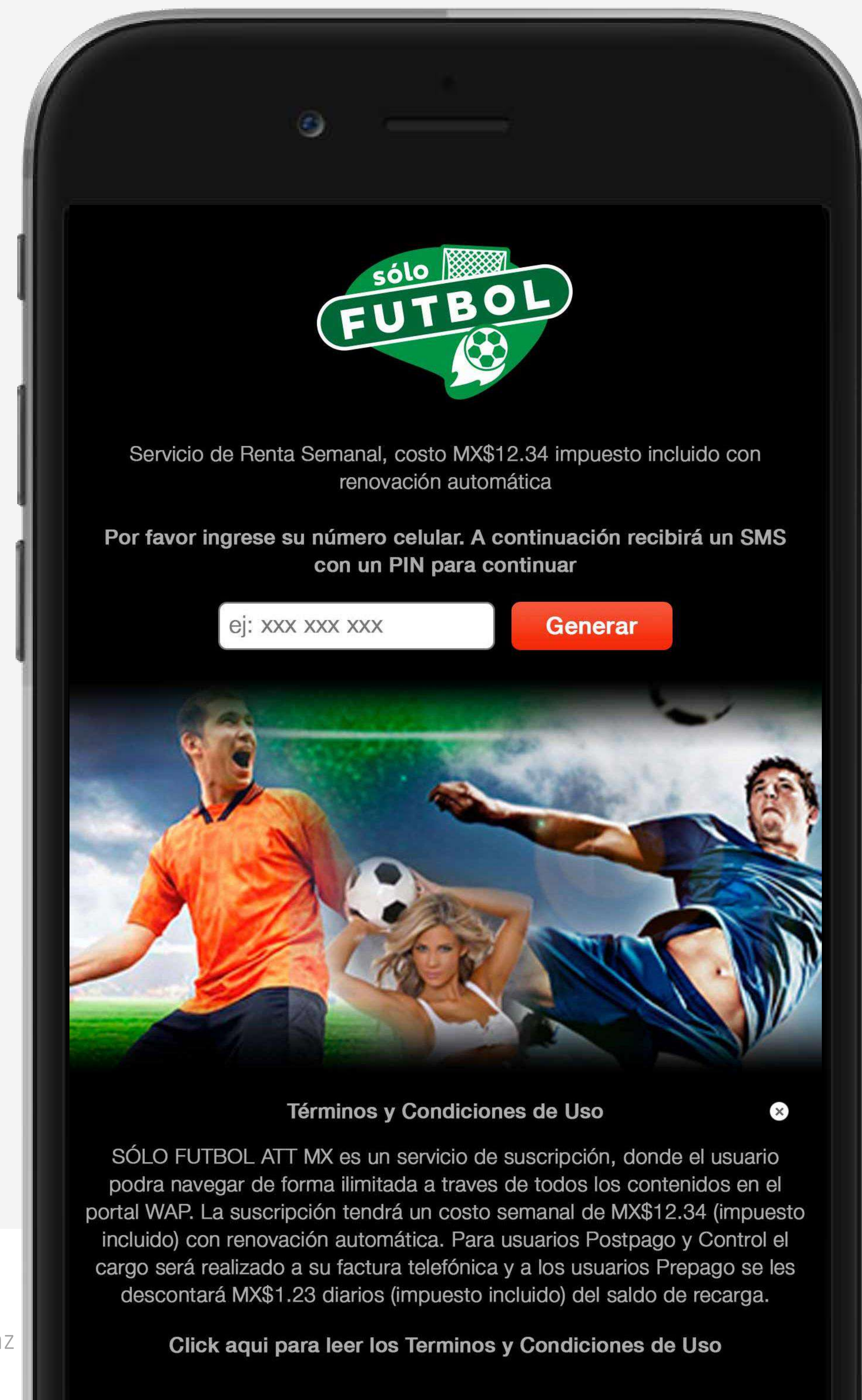
- Evaluate, configure, and launch new services (Subject to carrier approval).
- Enabling communication channels such as SMS, USSD, WEB MOBILE, WAP, and IVR.
- Unify service lifecycles.
- Ensure transparency in the Opt-in and Opt-out.
- Standardization of billing cycles.
- Verify compliance with collection cycles.
- Unify the application and administration processes of Short Numbers.
- 24/7 technical support.
- Monitoring and reporting of KPI performance.
- Call center with escalation levels for the carrier customer complaints.
- Information portal with the catalogue and the terms and conditions of the services.
- 24/7 service monitoring to ensure all providers are compliant with policies.
- Update and configuration upon request from the carrier.



# ECOSYSTEM ONBOARDING



# SUBSCRIPTION LANDING PAGE




**sólo  
FUTBOL**

Servicio de Renta Semanal, costo MX\$12.34 impuesto incluido con renovación automática

Por favor ingrese su número celular. A continuación recibirá un SMS con un PIN para continuar

ej: xxx xxx xxx **Generar**



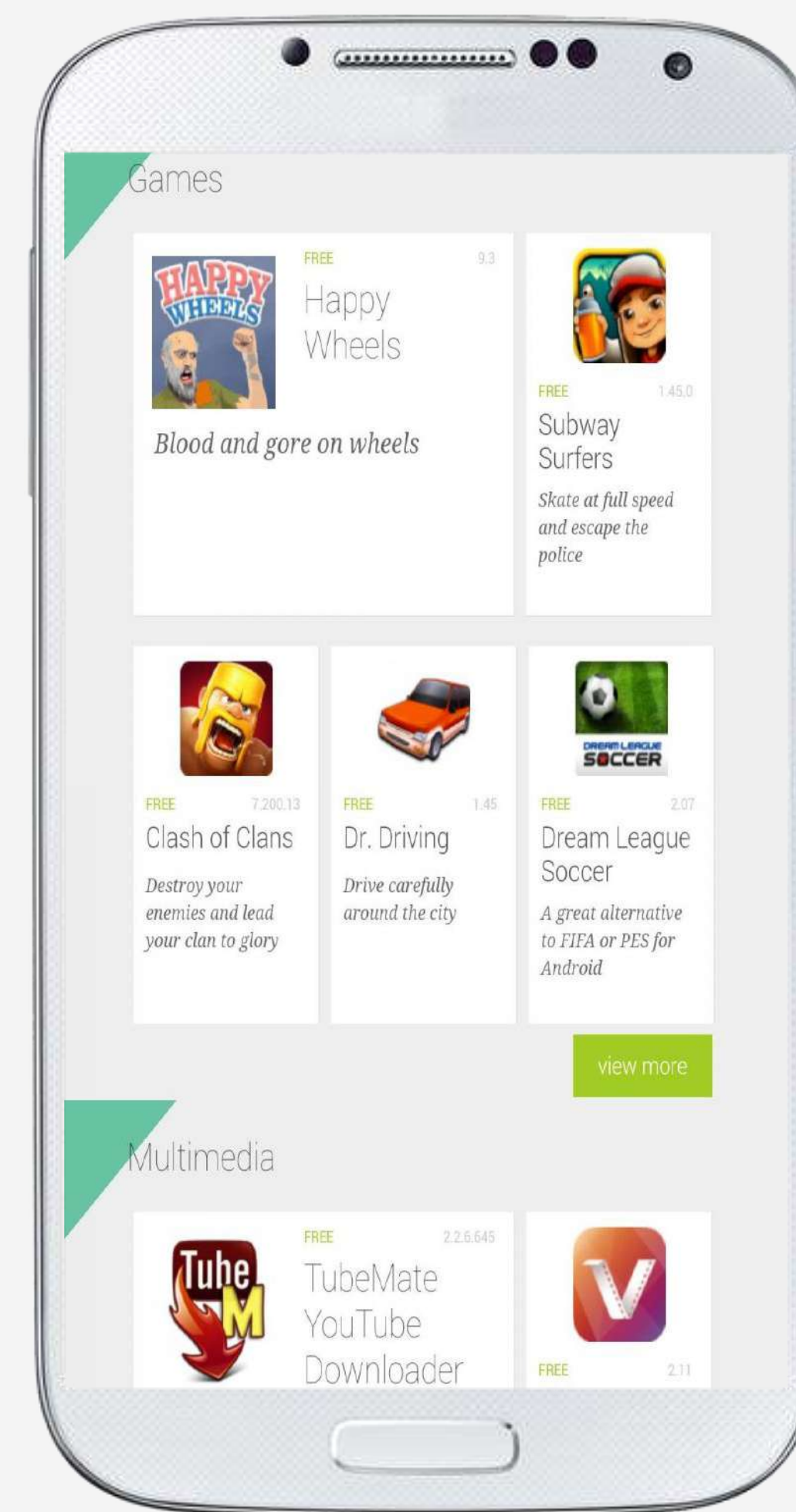
**Términos y Condiciones de Uso** ✕

SÓLO FUTBOL ATT MX es un servicio de suscripción, donde el usuario podrá navegar de forma ilimitada a través de todos los contenidos en el portal WAP. La suscripción tendrá un costo semanal de MX\$12.34 (impuesto incluido) con renovación automática. Para usuarios Postpago y Control el cargo será realizado a su factura telefónica y a los usuarios Prepago se les descontará MX\$1.23 diarios (impuesto incluido) del saldo de recarga.

[Click aquí para leer los Terminos y Condiciones de Uso](#)

The carrier will define together with Feraz Media the structure, texts, legal and guidelines that the Subscription Landing Page will have. WAP registrations will only be made through this Landing Page, which will have the same structure for all providers.

# WAP SUSSCRIPTION POLICIES



Affiliate Network  
Campaign  
Banner



Landing Page  
subscription

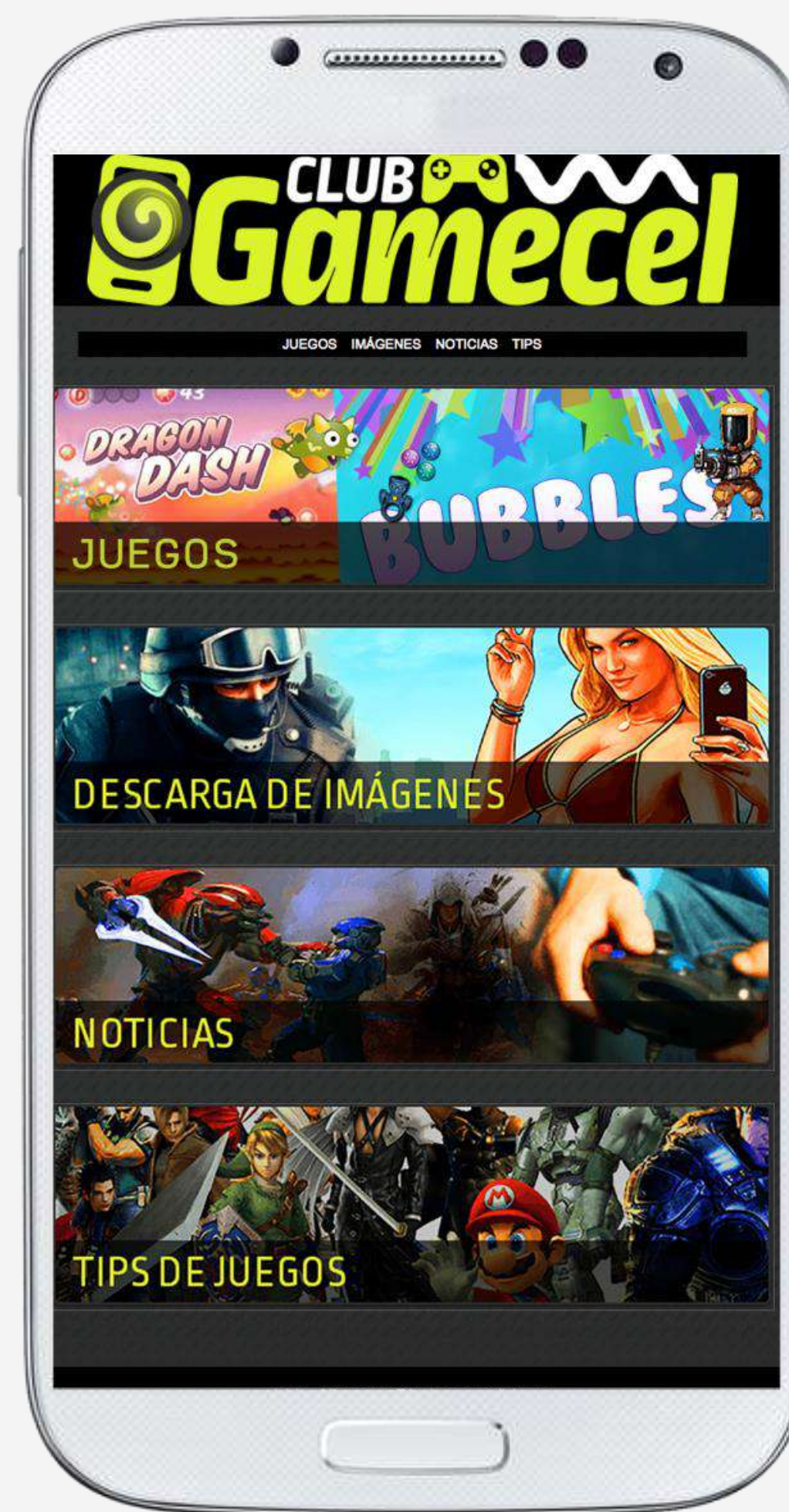


Welcome MT

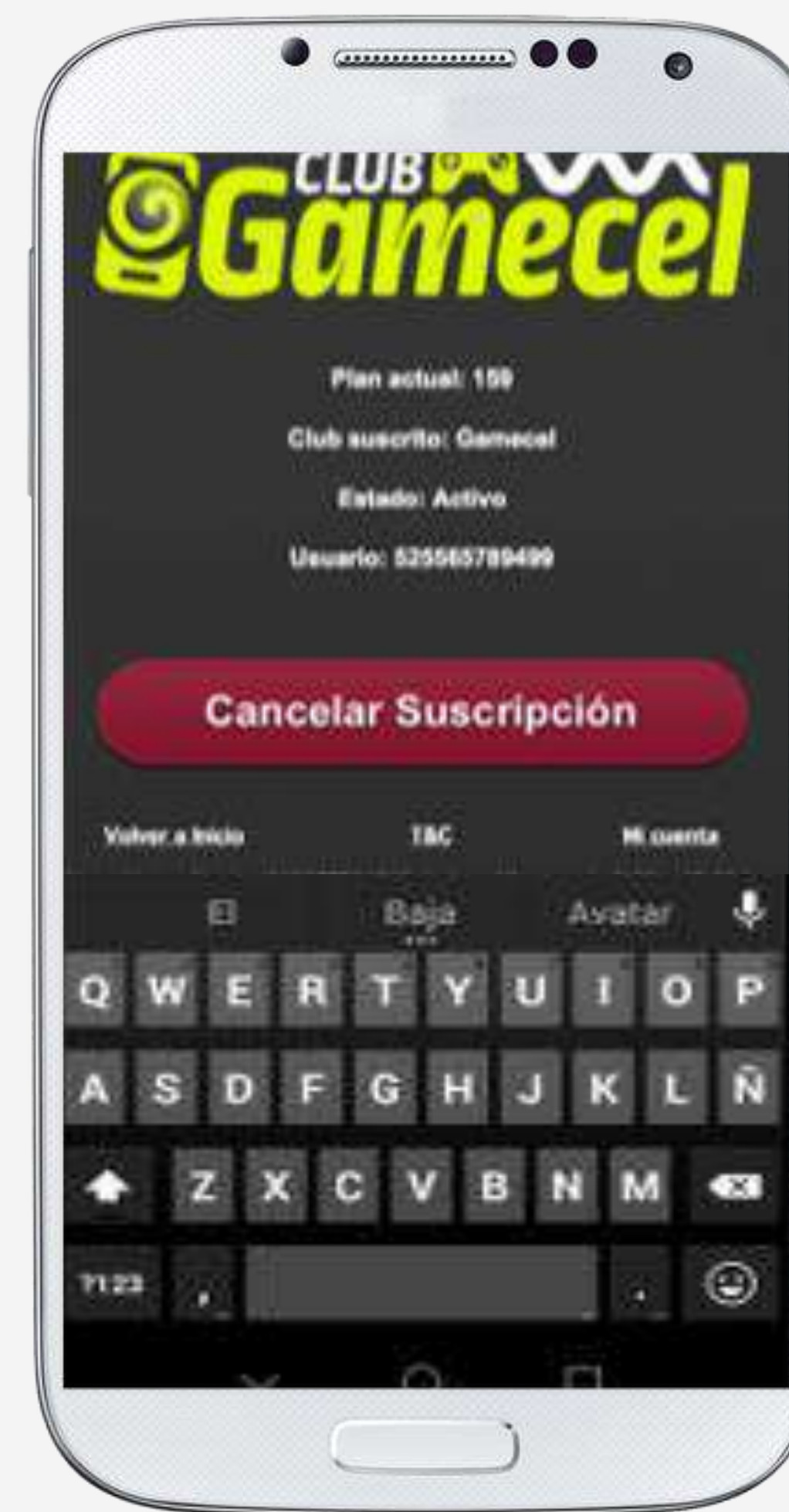


Wap Portal Redirect

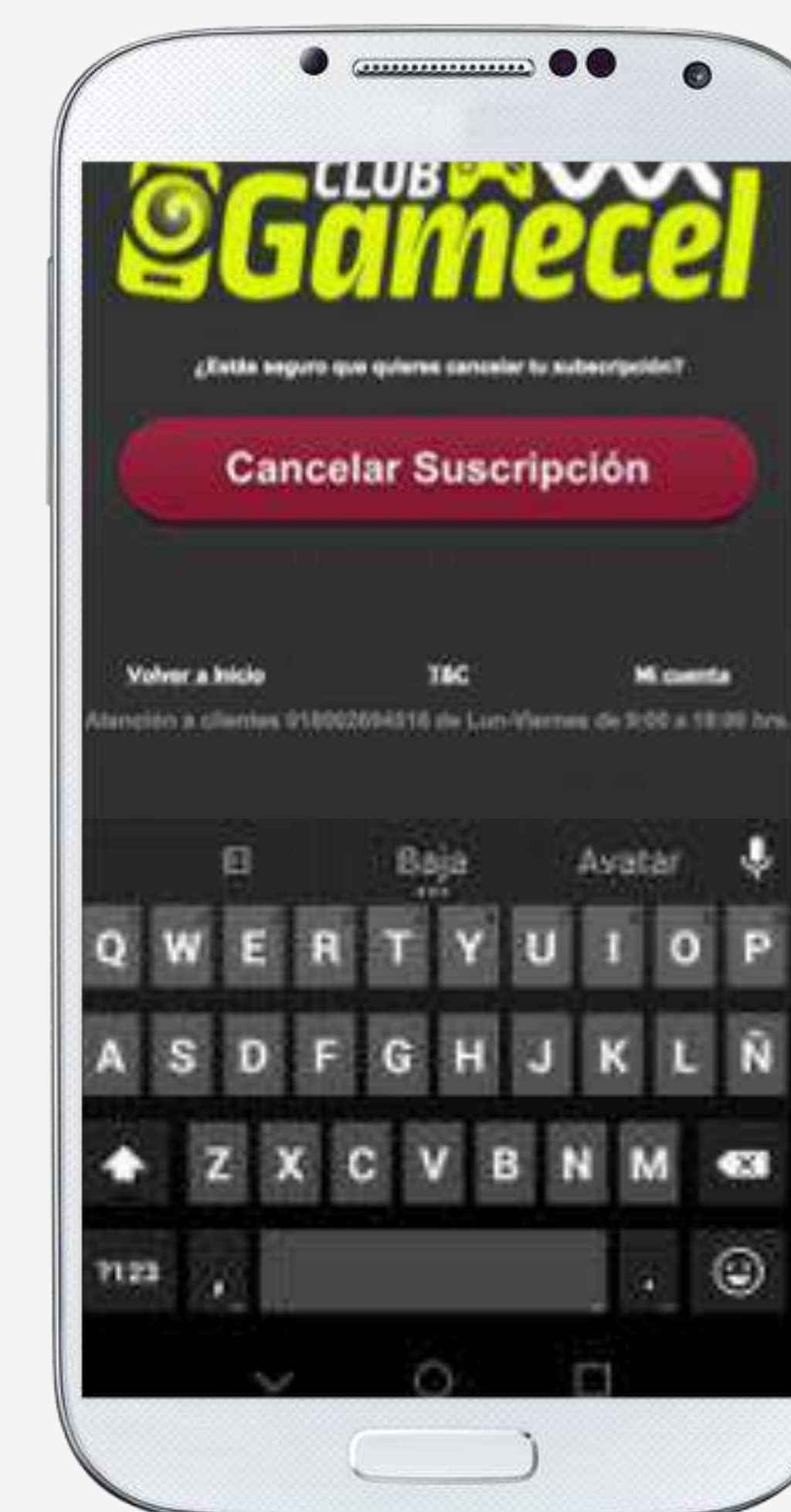
# CANCELATION WAP POLICIES



Service wap portal  
Click on MY ACCOUNT



The User clicks on  
Cancel Subscription



The user's confirmation is  
requested in order to unsubscribe



The user is confirmed to  
unsubscribe

# SMS POLICIES



## Message Registration and Welcome

The keyword is sent to the short dial.  
Welcome is received with the URL,  
cost and validity.



## Help

The word HELP is sent to  
the short dial



## Termination of Service

The word CANCEL is sent to the  
short dial

# CHARGING POLICIES

Define in conjunction with the carrier the following Charging rules

01

## Time of grace

Users are given a grace period (e.g.: 2 hours) from the time they request registration until the payment is executed.

02

## Cancel Service

After 30 days of not charging a user, they will be canceled from the service

03

## Suspended

After 3 days the download option will be disabled for non-payment "SUSPENDED status"

# MONITORING

01

## Registration and Cancellation Process

- OffDeck Campaigns

02

## Correct Collection

- Correct Sending of Registration, Cancellation and Renewal Notifications

03

## Availability of Portals

- Blacklists

04

## Detect misleading flows

- Grace Period

# MONITORING AND ACQUISITION FILTERS

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Feraz Media has a system of filters and monitoring that consists of identifying certain patterns and behaviors in order to avoid fraudulent registrations that activate a temporary block, which is notified by an operator for review and ratification of the publishers responsible for these practices:

Likewise, subscription controls are enabled such as:

Limit of subscriptions per user

Limit of subscriptions per day per user

Registration blocks by publisher

# Feraz solutions to fight hacking and manipulation

**DCBprotect**  
Block hacking attempts in real-time



**Eyewitness**  
Streamline complaint management  
with customer journey replays

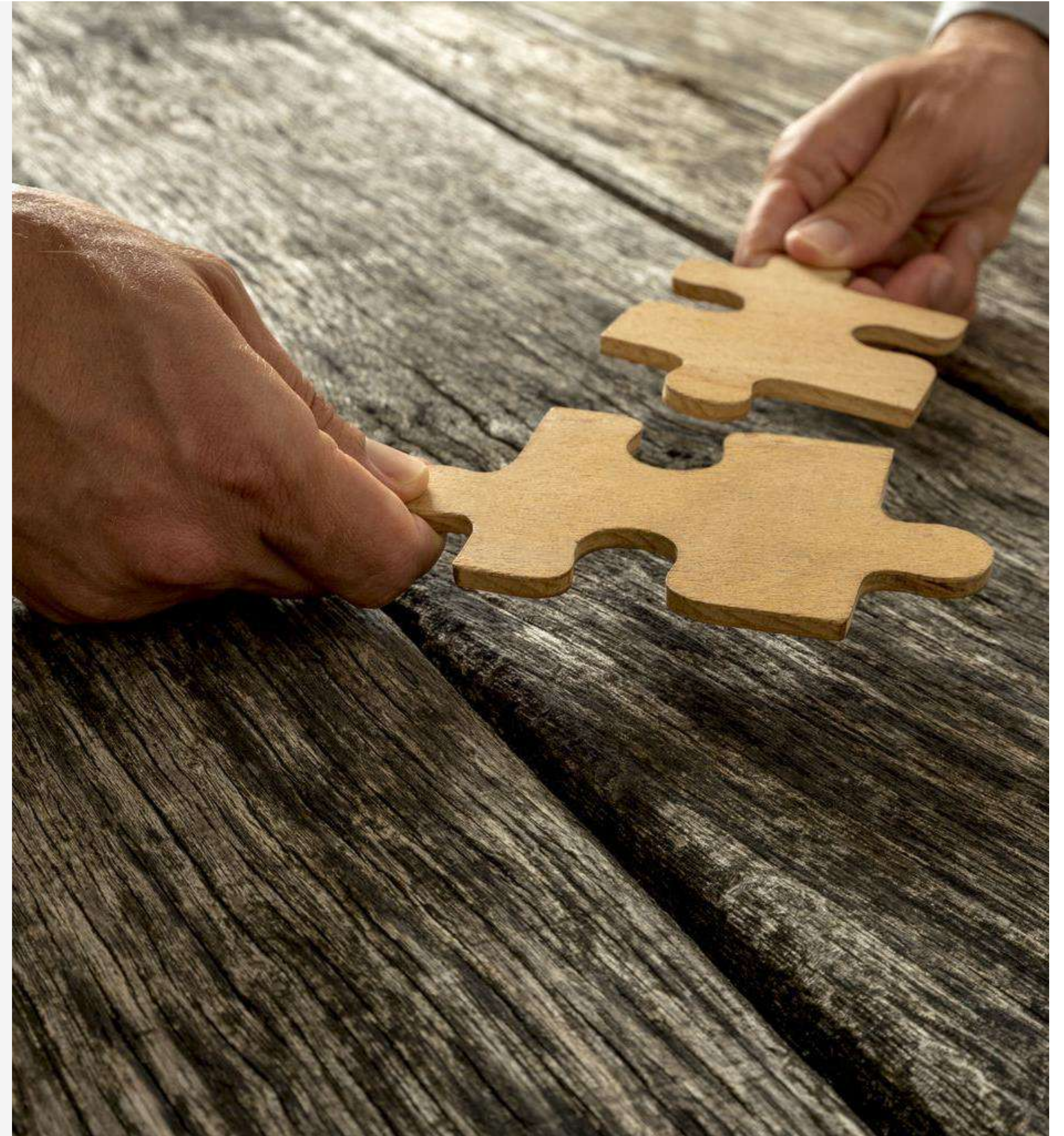
SECURE OPERATIONS,  
MAKE BETTER DECISIONS

**BrandProtect**  
Detect compliance breaches on  
advertising journeys



# LEGAL & ADMINISTRATIVE

- Feraz Media will be in charge of signing contracts and NDA's with suppliers.
- Legal team dedicated to generating, reviewing and negotiating terms with suppliers.
- Invoicing and payments.



# REPORTS, CONCILIATIONS AND PAYMENTS

- Daily reporting of collections, registrations and cancellations to the carrier and Suppliers.
- Daily monitoring of variation in income and services of aggregators.
- Reconciliation, reporting, billing and payments between the carrier – Feraz Media and Feraz Media – Providers.
- Follow-up on reconciliations and payments.
- Constant communication with Suppliers to ensure optimal performance.





## **PROMOTIONS AND CAMPAIGNS IN COORDINATION WITH THE CARRIER AND PROVIDERS**

- Propose and stimulate awareness promotion strategies.
- Preparation and registration of promotions
- Auditing and testing before and during promotions.
- Operation and implementation of campaigns.



# CUSTOMER CARE



To seek to increase user satisfaction, through a complete resolution of complaints.



Implementation of black, white and gray lists for customer database management.



Our solution will provide a Customer Care WEB tool that allows customer service representatives to detail all types of AT&T users' interaction with various third-party services and products (general consumption, transaction history), such as access to manually unsubscribe to active subscriptions of one, several, or all of a particular user's services.

A hand in a dark suit sleeve points to a whiteboard. The whiteboard features a flowchart with a central circle and arrows pointing to other circles. The word 'PLAN' is written in blue at the top, and 'STEP 1' is written in blue on the left. The board is covered with various colored sticky notes (yellow, pink, blue, green).

# REBATE SYSTEM

In order for call center staff to provide an efficient and high-quality service to their customers, we have included in our Customer Care tool, a module that manages the analysis to determine whether or not a customer applies to receive a refund for "erroneous" subscriptions according to whether they meet certain previously defined conditions. Within the defined rules, the following considerations have been established for the analysis carried out by the system, however the system is flexible enough to add the rules that are necessary for carrier consideration.

# MODEL BUSINESS

Proposed in the revenue share scheme divided between FERAZ and the carrier, which includes the following modules:

- Customer Lifecycle and Control Policies
- Supplier Relations
- Service Integration and Launch
- Promotion Management
- Mobile Marketing
- Monitoring and control of Off Portal advertising to avoid bad practices
- Media bying

Business model based on:  
60% Revenue Share Feraz  
40% Revenue Share LLA

\*Some premium content will be TBD

0% CAPEX



A black and white photograph of two men in business suits shaking hands across a table. The man on the left is smiling and looking towards the man on the right. The man on the right is also smiling and looking towards the man on the left. The background is a blurred office setting. The text "THANK YOU!" is overlaid in the center in a large, bold, white font.

**THANK YOU!**