MOBIERA

COMPANY PROFILE

INNOVATION AND TECHNOLOGY

SOLUTIONS FOR MOBILE OPERATORS

MOBIERA.COM

MOBIERA is a Technology Driven and Innovation Company focused on developing premium software and cutting-edge Solutions for Mobile Operators around the world. MOBIERA helps MNOs to increase revenues by integrating content management, advertising strategies, and big data solutions.

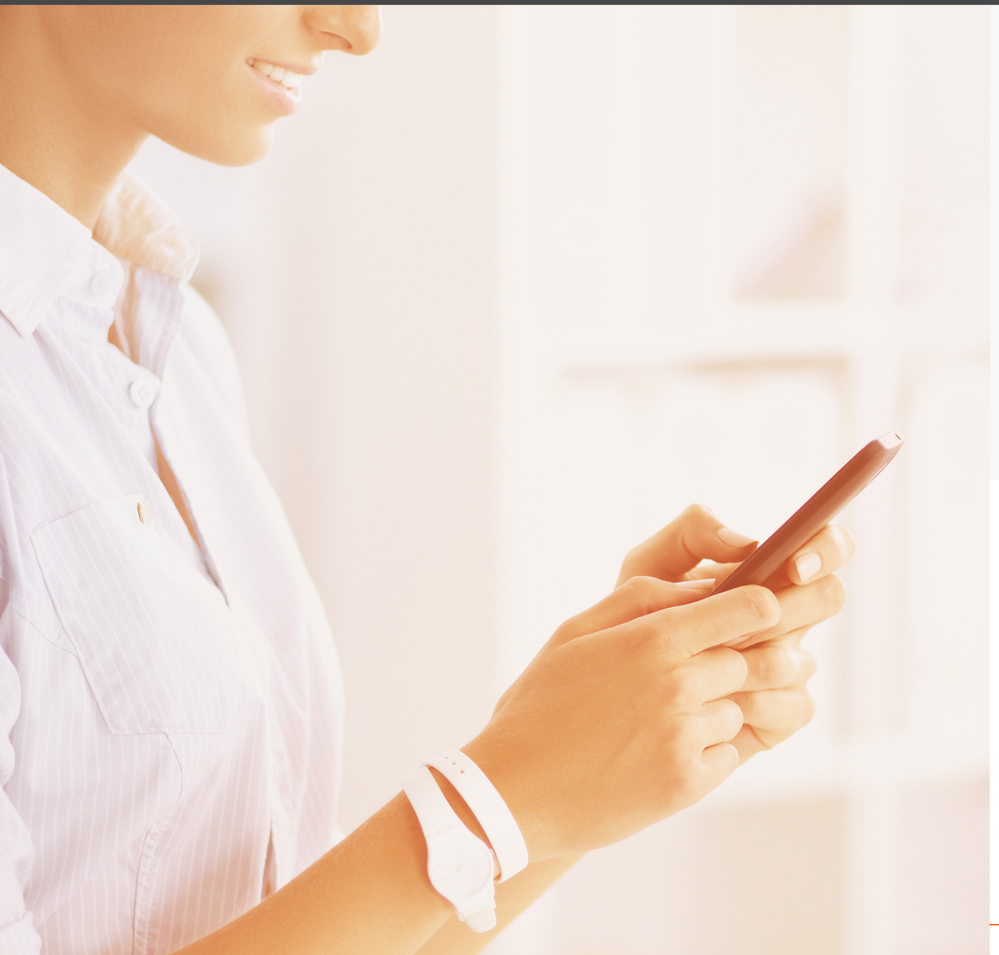
CONTENT MANAGEMENT

ADVERTISING STRATEGIES

BIG DATA SOLUTIONS

MOBIERA was officially founded in the year 2013 in Bogota, Colombia to develop the most innovative, powerful and intelligent technology platforms to encourage the growth of the mobile industry in the world.

LOCAL OFFICES:
LATAM: *Colombia, Mexico, Costa Rica, Bolivia, Honduras, Panama, Peru, Paraguay and Ecuador.*
EUROPE: *Madrid, Germany.*
ASIA: *Vietnam*



OFFICES:
+ 11 LOCAL OFFICES

MOBIERA is continuing a significant expansion with 4 new offices being opened at the end of 2017.

OPERATIONS:
+ 20 OPERATIONS

MOBIERA is a leading partner for MNO and MVNOs by offering solutions focused on continuous growth and success.

TEAM:
+ 100 PEOPLE

MOBIERA is continuing a significant expansion with 4 new offices being opened at the end of 2017.

SOME OF OUR MNO PARTNERS ARE:

America Movil, Viettel, Telefonica Movistar, Viva, Tigo, Virgin Mobile, Digicel, Avantel, Cable & Wireless.

MOBIERA has been an active member of GSMA Marketplace since 2015; also participating as sponsor, exhibitor and speaker at the "Mobile World Congress" in Spain, "Andean Telecom Summit" in Colombia, "MVNO Latam" in Mexico, "MVNO Industry Summit" in Germany, and "Mobile Workshop Advertising"in Miami.

Kinetic

JUST FOCUS ON GROWING

Kinetic is an all-in-one management and security solution that gives MNO/ MVNOs the power to control: VAS Billing, Messaging, Advertising, Service Flows and Content Providers online to comply with regulations and assure business success.

Value Added Services can reach up to **10% of MNO's gross revenues**, let us be your business partner.

With Kinetic you will:

- Manage all services, approvals and Content Providers online .
- Establish default commercial conditions, legal aspects, service pricing and flows.
- Accept, reject, launch or stop any service or advertising campaign at any time.
- Manage user subscriptions, renewals and offers.
- Upload blacklists that impact all services at once.
- Review real time indicators, statistics and top performing services/providers.

¡Start now!

No fees or minimums.
Administrative, legal and technical integrations carried by Mobiera. Get a complete support and operationsteam to handle your accounts.

KINETIC WAS CREATED FOR: Mobile Network Operators and Mobile Virtual Operators; Government Regulatory Compliance for Telecom; Any company, such as OTTs that manage subscription services from third party providers. Kinetic allows MNO to increase revenues, comply with regulations to prevent malpractices and make the right decisions for a healthy business.

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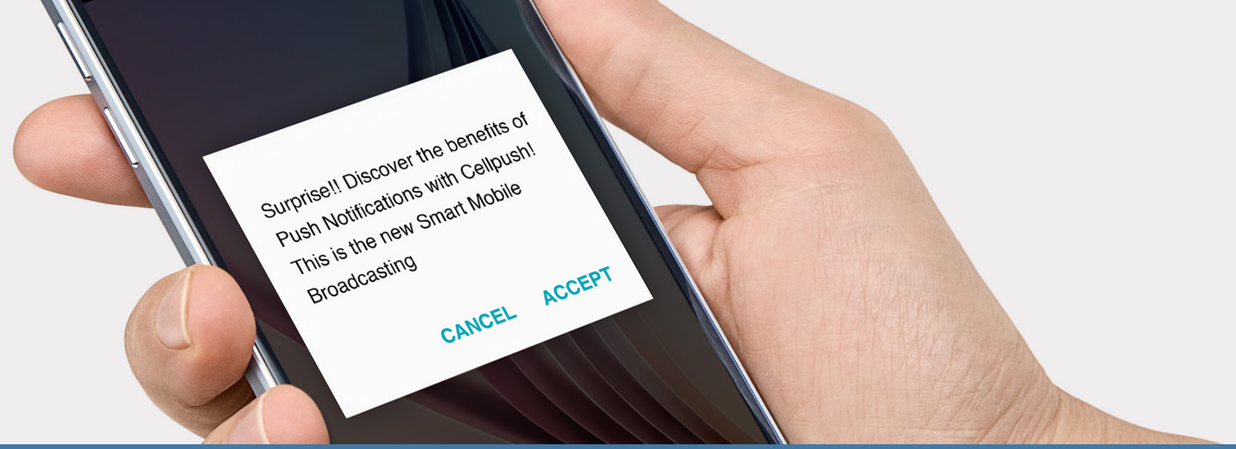
Cellpush

MONETIZE YOUR USER DATABASE EFFECTIVELY!



Cellpush is a cloud-based mobile advertising SDP that allows Mobile Operators to create, manage and launch Smart Push (STK or SIM based) campaigns in real time. A dynamic solution to create massive campaigns, trigger on demand campaigns based on users behavior, and most importantly to Monetize user database for incredible results.

Cellpush is a mobile advertising tool that optimizes live campaigns to achieve the best performance and results. Mobile Operators get full management of campaigns, calendar, user databases and statistics online.

CAMPAIGNS: Configure, enable or reject campaigns in no time.
CALENDAR: Schedule and change your campaigns daily, weekly or monthly.
USER DATABASE: Upload black or white lists and keep your database updated.
STATS: Take real-time decisions with main KPIs, graphs and live statistics.

Cellpush has been a great boom over Latin America; by increasing ARPU and campaign results in at least 120%.

With Cellpush you get a complete platform solution that includes: online access for your team, agencies and providers; mobile advertising consulting; IT support; an account manager to handle your campaigns; handset homologation and the best results. Cellpush has no fees or minimum guarantees.

SOME OF **CELLPUSH** SERVICES INCLUDE:

HANDSETS:
SIM Identification and profiling.
Handset Homologation process.
SIM applet and SIM menu management.

DATABASES:
100% secure user database.
Automatic updates of user databases.

CAMPAIGN TYPES:
Many campaigns types such as: USSD, Single or double opt-in, Click to URL, Click to SMS, Click to download, Survey, etc.

SUPPORT:
MOBIERA selects a dedicated operations team to support you (technical, account manager, client Support).

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Smart

BIG DATA FOR SUCCESS

Mobiera Smart is a revolutionary Campaign Manager SDP that centralizes and organizes all the information related to the Operator Business and allows MNO to use it in real time (Real-Time Decision) by defining Audience Criteria, the Data State Patterns (DSPs), and apply a workflow to Entities that meet a DSP.

With Mobiera Smart you will:

1. Centralize all business units data.
2. Understand user needs and behavior.
3. Target and test instant offers.
4. Keep updated and analyze product performance for optimization.
5. Improve your customer approach and reduce customer dissatisfaction.
6. Recognize success, new business opportunities, and flaws.
7. Master your business and sharpen your strategies.
8. Instantly increase ARPU.

Mobiera Smart has been designed to receive, store, analyse, and centralize a huge volume of Human or IoT data. Database Model is fully customisable. Mobiera Smart can be integrated with any kind of network equipment, platform, CRM/ERP...

Define Business Use Cases and flows and activate automatic workflows to get your business running, increase user satisfaction and boost gross income.

Decisions made from data analysis can increase at least a 35% MNO gross revenues.

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gaming &entertainment

EXPAND YOUR VAS PORTFOLIO

Provide amazing white labeled mobile entertainment and gaming services for your mobile users that add value to Operator’s portfolio. Inspired by innovation and an advanced user experience, our services include.

- All our value added services are multi-platform and white labeled.
- Simple and intuitive portals for all user types.
- Available for Feature phones and Smartphones.
- Adapted to each country's needs and language.
- Recurrent subscription services with on-demand purchases.
- Available on: Web, Mobile, App and SMS.
- Includes prize and sweepstake opportunities.
- Addictive gameplay and UX excellence.

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CONTACT US.

PLEASE CONTACT US AT

contact@mobiera.com

www.mobiera.com

linkedin.com/company/mobiera-sas