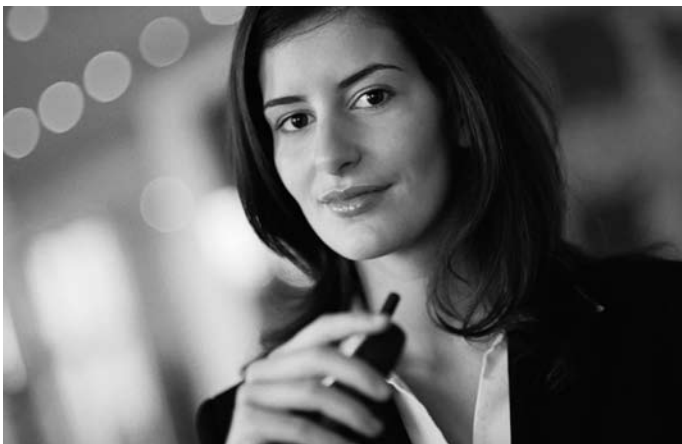




Challenger mobile

Challenger Mobile strengthens the ties between your company and your customers. Create new revenue streams and build a stronger brand by offering your customers mVoIP.



Our service – CMVoIP

Challenger Mobile has developed a service that makes it possible to make mobile calls over the Internet. The service is based on *mobile VoIP* technology, i.e. IP telephony on a mobile handset. With Challenger Mobile's service you are able to offer your customers mobile telephony with very competitive rates. Challenger Mobile offers new revenue opportunities, while letting you focus on your customers and building a stronger brand.

Your brand in the customer's mobile phone

Challenger Mobile offers a so-called "white label" solution. This means that all parts of the service carries your brand. Every time your customer uses the mobile application, your company logo/brand is displayed. *Your customers now make calls with your company!*

Simple, quick and cheap!

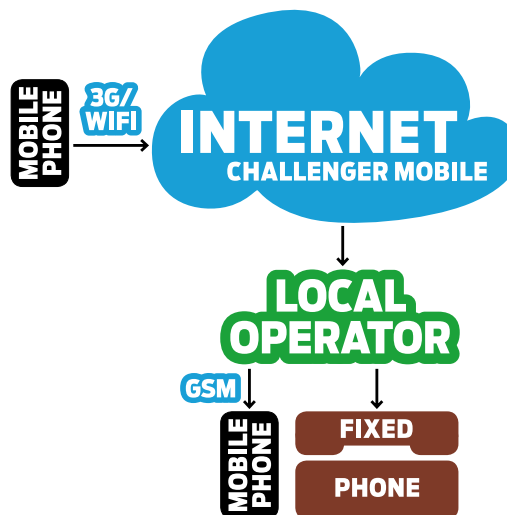
Established operators and companies wishing to add more value to customers – everyone can benefit from being more present in customers' mobile phones. Offering mobile calls

at more competitive rates using Challenger Mobile's service is quick and simple as there are no technical barriers. Commercial launch of your mobile service could be only 8 weeks away.

Quick facts about Challenger Mobile's offer:

- We facilitate an international and mobile lifestyle
- We offer unlimited free calls using mVoIP technology
- We support most new handsets available on the market
- We enable customer calls without a SIM card
- We remove international roaming charges
- We guarantee equal or better call quality compared to GSM
- We offer better indoor coverage using Wi-Fi

By partnering with Challenger Mobile, you are able to offer your customers access to our technology without costly hardware investments or IT maintenance concerns for your company. We handle it all.



Our benefits

Challenger Mobile's solution is a valuable complement to the customer's conventional mobile subscription. Both existing operators and companies that want to offer a new and valuable service to their customers benefit from being more present in the customer's mobile handset with a branded application.

When partnering with Challenger Mobile, your company does not need to worry about the technology. We handle all technical aspects of your new telephony service. Instead, you are able to focus on existing and new customers.

Quick and easy user activation

No new SIM card is needed in order to activate your mobile service. Instead of using a SIM card we use an application on the mobile phone. This is how it works: when your customer gets an mVoIP account he or she will receive an SMS message with details on installation. After a few button touches, the application is installed and the customer is ready to start calling with you as an operator. That's how simple the Challenger Mobile service is.

The customer keeps their conventional SIM card in the handset, as they may want to make traditional calls over the GSM network or make mVoIP calls over 3G.

Cheaper for the customer – new revenue for you

As your customer's mobile calls are carried over the Internet, the *existing operator* is able to offer cheaper airtime than with traditional technologies. This allows for lower prices for your customer – with increased margins for your company! *For non operators* new and interesting revenue possibilities are created.

Better coverage and quality

Although mobile handsets are becoming increasingly sophisticated, the connection with the nearest mobile mast is crucial to the sound quality of the calls. Even in the middle of a city, the connection can be poor or even non-existent, especially indoors. Using mobile VoIP, your customer makes calls over the Internet, taking advantage of all available IP networks, there is no need to worry about radio silences or the capacity of the base station.





Satisfied customers – stronger brand

Challenger Mobile offers a service that provides a new and interesting source of revenue for your company. Also, when you give customers the ability to make mobile calls using your company's brand, you increase your customer presence in more ways than one.

Everyone's a winner

Using Challenger Mobile, your company gains an opportunity to strengthen the ties with its customers. You build a stronger brand at the same time as you gain revenue. The Challenger Mobile technology is a valuable complement to existing offerings and adds a lot of value to your customers.

Our service offers plenty of benefits, whether you are already an operator, if you have travelling employees, or if you are looking for interesting benefits to offer your customers. Everyone's a winner when you embrace technology from Challenger Mobile.

The launch of Challenger Mobile's service is both quick and easy. We handle all technical issues. As early as eight weeks after the contract has been signed, the service is up and the first customer calls can be made.



Cases

The Operator – Operators offer both Internet services and mobile telephony to its customers. All operators with international roaming agreements, calls to and from other countries are troublesome. Subscribers demand transparent pricing structures, which the Operator finds it difficult to live up to. Maintaining an updated and accurate price list for subscribers is a demanding task.

For the Operator, partnering with Challenger Mobile can reduce the per-minute rates while maintaining or increasing margins. The Operator can then seriously compete with other actors that offer cheaper alternatives for international calls. Furthermore, it can create new revenue in its domestic market from already sold data traffic. The Operator and its customers are both winners when it comes to integrating and using Challenger Mobile's solution.

A customer who makes calls with mVoIP during a business trip could save USD 410 on five hours' worth of international calls. At the same time, the Operator would make USD 345 during the customer's trip, compared to USD 68 with international roaming agreements.

Summary of benefits

- Bypass international roaming charges – raise margins while rates are lowered
- Compete with fixed IP telephony thanks to a more attractive offer
- Create new revenues from data traffic
- Complimentary service that add great value to customers
- Higher margin on international calls



The International Company is global and present in China, Southeast Asia, the Middle East, America and Africa; the originally European company has sales offices or agents everywhere in the world. Nearly 5,000 employees drive the business forward, and many of them are on the move more or less all the time.

Each month, 5,000 employees make international calls with the International Company's own mobile service. The International Company saves USD 2.5 million per month in roaming and international calling charges. In addition, all employees are able to call each other free of charge, wherever they are in the world.

Summary of benefits

- A mobile and flexible work situation is facilitated by the partnership with Challenger Mobile
- Employees can make unlimited calls within the organization as well as cheap international calls
- Excellent call quality in office environment
- Large cost savings on telephony



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The technology behind Challenger Mobile's solution has been developed by Mobile Business Challenger MBC AB, a Swedish company operating in Kista and Linköping.

The company was founded in 2001 by a group of engineers working with a R&D project at Linköping University. The first solutions to be developed were optimization and balancing services, as well as voice applications for congested contact centers. The same year, Challenger Mobile started to operate as a VoIP provider, regulated by the Swedish Post and Telecom Agency (PTS).

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