



REACH YOUR CUSTOMERS, ANYTIME, ANYWHERE

KEY BENEFITS:

- Reach the widest audience with your messages, covering more than 6 billion devices world wide
- Cut through the clutter using an effective channel: mobile messaging open and response rates far exceed email
- Make sure customers can receive your messages wherever and whenever they need
- Use targeted push messages to deliver relevant communications that consumers are receptive to
- Increase the ROI for mobile apps by keeping users engaged with them via push messages
- Get up and running more quickly with a single provider for your global mobile messaging needs

Leading businesses think of mobile first when designing their digital customer experience. Mobile messaging forms a key component of their communication mix. No other channel delivers the same immediacy, reach and effectiveness, driving deeper customer engagement and building more valuable relationships. Mobile messaging delivers results throughout the customer lifecycle: building awareness; driving usage and purchase; providing customer service; and rewarding loyalty.

MBLOX'S COMPREHENSIVE MOBILE MESSAGING SERVICES

Uniquely among mobile messaging providers, Mblox offers global reach for both business-to-consumer SMS text messaging and push messaging for mobile apps.

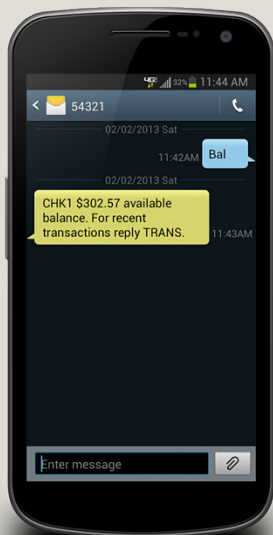
SMS is the cornerstone of mobile messaging, allowing businesses to reach virtually every one of 6 billion mobile devices worldwide through an interactive, two-way communication channel.

Push messaging has a narrower reach but can be richer and more targeted. It allows businesses to deliver messages and rich content to users of their mobile apps, even if the app is closed. Adding contextual information – such as device location – increases the relevance of these communications and makes them even more effective.

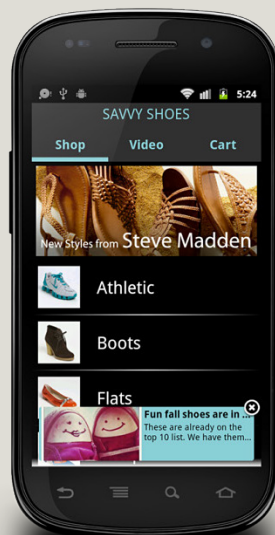
WHY BUSINESS LEADERS CHOOSE MBLOX

- One global connection. Deliver SMS and push messaging to over 800 mobile operators worldwide, plus the major smart phone platforms
- Tailored messaging products. One size does not fit all – Mblox offers a selection of products with cost and performance optimized for different business uses
- A network you can trust with thousands of businesses rely on Mblox's services to process more than 5 billion messages a year

SMS MESSAGING



PUSH MESSAGING



Mblox's SMS messaging services provide the greatest reach for your customer communications. Two different SMS products provide businesses with the best cost versus performance to meet their needs.

GLOBALTXT SMS SERVICE	ENTERPRISETXT SMS SERVICE
<p>Cost effective option for time sensitive inbound and outbound SMS messages worldwide, suitable for general purpose communications:</p> <ul style="list-style-type: none"> • Coupons & offers • Instant polling & surveys • News, entertainment & weather services • Product & service information • Social networking updates 	<p>Priority routing using select network connections enables Mblox's highest ever SLA, suitable for mission critical communications:</p> <ul style="list-style-type: none"> • Appointment & payment reminders • Critical service alerts & incident reporting • Fraud notifications & balance inquiries • Real-time customer service • Secure PIN authentication
<p>Mixed delivery routes provide the greatest reach</p>	<p>Direct delivery routes to gateways optimized for business SMS traffic provide the highest performance and quality</p>
<p>Robust SLA <30 second latency and 20 messages per second throughput, with higher performance options available</p>	<p>Highest SLA <10 second latency and 30 messages per second throughput, with higher performance options available</p>
<p>Global reach for sending SMS messages</p>	<p>40+ countries available for sending SMS messages</p>
<p>Phone numbers (long numbers) can be leased to provide a cost effective reply path</p>	<p>High capacity short codes (5-6 digit phone numbers) can be leased to provide a high performance reply path</p>
<p>Full-Featured SMS Platform Mblox's robust and proven platform provides rich features as standard on all our products.</p> <ul style="list-style-type: none"> • API options allow businesses to connect using their preferred technology: XML, SMPP or mSIP • Long messages (concatenated text messages) allow more than 160 characters to be sent 	
<ul style="list-style-type: none"> • A secure connection to Mblox over HTTPS or SSL enables more sensitive information to be sent • Number portability supported as standard ensures the correct routing for messages 	

Mblox offers push notifications which alert app users to new events or content even if the app is closed. And our proprietary rich messages deliver content in native formats directly into apps.

<p>Distinctive and Compelling Messages Combine push notifications and rich messages to create rich, relevant communications with your customers and keep them engaged with your app.</p>	<ul style="list-style-type: none"> • Push notifications can be delivered even when the app is closed and alert users to new events or content • Badges, sounds and text can be used to create distinctive, customized push notifications 	<ul style="list-style-type: none"> • Rich messages can deliver content straight into the app in multiple formats (e.g., video, images and html) • Content Delivery Network (CDN) delivers media quickly around the world
<p>Targeting and Segmentation Define who will receive messages or content and when they should receive it for maximum effectiveness.</p>	<ul style="list-style-type: none"> • Groups of devices can be defined for ongoing message campaigns • Scheduling of when content is active provides control over user experience 	<ul style="list-style-type: none"> • Custom geofences can be made any size and define the location(s) where messages will be delivered
<p>Easy Integration Straightforward interfaces make it possible to integrate push messages into an existing app within days, saving time and money.</p>	<ul style="list-style-type: none"> • REST APIs are used to send push messages and manage content and groups of users 	<ul style="list-style-type: none"> • Mobile SDK can be dropped into new or existing iOS, Android, and PhoneGap apps



Please contact us at sales@mblox.com or visit us at www.mblox.com for more details.