

Overview: Business Mobile Messaging in a Nutshell

In today's constantly changing workplace, businesses are turning to mobile messaging as an alternative to email. Employers embrace BYOD policies, while employees use consumer messaging applications and SMS to communicate with each other.

While standard SMS/MMS and IP messages are great for personal communication, they do not provide a way to monitor, secure, archive or manage messages—common business requirements in any organization.

Therefore, we've been working really hard at TeleMessage to develop an innovative, all-encompassing messaging suite for enterprises that replicates the ease of use of consumer applications, while providing all the additional tools that businesses need in order to stay on top of corporate mobile messages.

About Us

TeleMessage has been providing state-of-the-art messaging solutions since 1999. Our software has been successfully deployed and used by thousands of enterprises, trusted by dozens of telecom operators, reaches hundreds of millions of users and powers billions of messages through customers' networks. We support an ever growing number of enterprises, including leading brands across a range of industries such as healthcare, travel, finance and retail, among others.

TeleMessage is a fully owned subsidiary of Messaging International Plc, a publicly traded company on the London Stock Exchange under the symbol "MES".

Our vision is to become the mobile messaging solution preferred by all enterprises.

Our mission is to provide enterprises with messaging solutions that are manageable, secure, reliable, easy to use and offer developer friendly APIs.

Our Offering

TeleMessage delivers a complete business messaging solution providing secure, manageable, and reliable messaging solution.

Our solution includes Enterprise Administration capabilities, Business Mobile Messaging Apps, Messaging Web portal, Outlook plug-in for Email to Mobile messaging, Corporate directory, and a range of APIs that connect to any operational IT system.

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Our system has end-to-end encryption, message termination on any media: IP Push Notifications, SMS, Voice calls, Faxes and Emails, as well as detailed message delivery status.

TeleMessage Business Mobile Messaging stands on four pillars:



Managed



Secure



Reliable



IT Ready

We aim to deliver secure, manageable, and reliable messaging solutions that include features such as: end-to-end encryption, message termination, and detailed message delivery status. Our offering also includes our web portal, Outlook plug-in, corporate directory, and a range of APIs that connect to any operational IT system.

Managed

As mobile messaging becomes more popular among employers and employees alike, it is no surprise that users expect to be able to use the same messaging tools in the workplace as they do for their personal communications. The TeleMessage App replicates the same, user friendly messaging experience while providing many additional business-class management features, such as our web admin portal, our multi-channel messaging interface and Outlook plug-in that integrate with other enterprise operational systems. Seamlessly control and archive your business mobile messaging to maintain company policies and regulatory compliance while enforcing best practices.

- 1) **Central Management**
Centrally manage your organization's mobile messaging by linking your active directory with our platform, or using our secure web-based admin portal, providing the administrator an array of control, provisioning and reporting tools.
- 2) **Policy Enforcement**
Set mobile messaging policies including permissions, allowed devices, escalation from IP to SMS, security features, archiving and service levels.
- 3) **Reporting Tools**
Get real-time usage reports, statistics and trends according to various criteria such as message type or user history. Create reports with configurable parameters for

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additional business intelligence. Keep track of message delivery status for audit and operational business use.

4) Message Archiving

Identify, collect and archive mobile messages in an easily accessible format to establish internal compliance policies or to meet compliance requirements set by industry standards and regulatory bodies.

5) All-in-One Contacts & Group Integration

TeleMessage provides you with easy access to a centralized address book, contact lists and groups to facilitate and simplify communication. Create groups or share contacts. Blast urgent company-wide messages.

Secure

With TeleMessage, your messages and chats are encrypted, password protected and safe from prying eyes. Organizations across all industries are seeking mobile messaging solutions that are able to secure enterprise communication across multiple screens, safeguard critical information and meet compliance standards. Our solution secures inbound and outbound messages and offers security features such as authentication, encryption and message delivery.

1) Encryption and Password Protection

Our solution offers encryption and password protection to ensure that only the intended receiver can access and read the message.

2) Advanced Delivery Notification

We offer advanced delivery status notifications informing whether messages have been delivered, read, deleted, and expired, so that you can know that your message arrived and is being handled.

3) Time Limited Messaging

Administrators and users can set a time limit for how long recipients can view a message which then is erased once the time limit has been reached.

4) Self-Destruct

For highly confidential business communications, we offer a self-destruct option which deletes a message from the device once it has been opened and read.

5) PIN Codes

Set a PIN code to unlock the application. Administrators can decide how often employees need to input the PIN, either based on usage or time.

- 6) Remote Lock and Wipe
If a mobile device is lost or stolen, or you suspect illegal hacking, ensure your corporate data isn't exposed or accessed by remotely locking the device and remotely wiping all content.
- 7) Secure Photo Sharing
Photos taken and sent within the TeleMessage app are not only encrypted so you can send photo messages securely, but are also kept separate from your device's photo gallery, so that only you have access to it.
- 8) End-to-End Encryption
Our application adds an encrypted delivery layer for end-to-end protection, throughout transport, on the device and in the database. Our solution enables ciphers including AES and TLS among others.
- 9) Forward Locking
Add restrictions to messages that block recipients from forwarding corporate messages that hold sensitive information that should not be shared.

Reliable

When you send urgent or time critical information, you want to make sure it's been delivered on time to the right people. It's not just the features that we provide, such as multi-channel messaging, advanced message delivery confirmation, SMS fallback, message termination and cross-carrier and cross-device compatibility, but also our carrier-grade infrastructure that makes us the messaging solution of choice for operators around the world. Our experience in developing Emergency Mobile Alert Systems means that we can keep your systems functioning even during the most disruptive events. We commit to making sure nothing gets in the way of our customers' business processes and ultimately improving operational efficiency.

- 1) Multi-Channel Delivery
Our messaging solution offers delivery and receipt of IP, SMS, email, voice and fax communications, enabling you to harness the power of multi-channel messaging to deliver a better mobile experience to employees and customers alike.
- 2) Message Confirmation
Every step in the message transmission is recorded, so you know exactly what happened and when. You will know whether your message has been delivered, read, deleted or expired via our advanced delivery status notifications.

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- 3) SMS Fallback
We have included an automatic fallback to SMS feature in case the IP message did not reach its destination, enabling you to use cost effective IP messaging when applicable. You can configure when such a switch from IP to SMS happens.
- 4) High Availability
We've got your back. Our infrastructure ensures that you can continue to work without worry of interruption as we guarantee high availability with 99.95% SLA uptime.
- 5) International Message Transmission
We provide worldwide coverage of SMS and voice message termination. With more than 100 operators in over 200 countries, your message will reach virtually any mobile subscriber worldwide.
- 6) Cross Carrier & Cross Device Compatibility
Our messages are delivered over any network, regardless if the recipient has downloaded app or not. We automatically detect the recipient's network and deliver the message. You can reach anyone at the same low cost. We support any device 2G, 3G or 4G – just send the message and our platform will determine the best means of delivery. Our application runs on both Android and iOS devices.

IT Ready

In today's fast paced corporate world, time is money. When bringing mobile messaging to the corporate arena, you need to make sure that you hit the ground running with out-of-the-box applications, tools and APIs. Get started immediately with our ready-to-go features. Quickly and seamlessly integrate with other enterprise tools with a range of APIs, and conveniently access and manage messages from multiple screens.

- 1) Multi-Screen Access
Access and manage your business mobile messaging across via your device of choice. Use either our mobile and tablet app, our web-based portal, MS Outlook or any combination of the three.
- 2) One-Stop-Shop Messaging Interface
No constraints. Send IP, SMS, voice, fax and email messages across different channels for greater flexibility and reliability.
- 3) Developer Friendly APIs
Easily configure and integrate our messaging solution with enterprise tools to

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automate your workflow and business processes. These include SOAP, XML, HTTPS, SMPP, SNPP, WCTP, TAP, and SMTP among others.

4) Code Samples

Build applications that communicate using any programming language you want. We provide you with code samples in JAVA, VB, Net, C# or PHP.

Target Audience

TeleMessage targets 4 key decision makers in cross industry vertical markets:

IT Managers – offering and benefits:

We understand the need of IT managers for an enterprise-grade messaging solution that keeps company-wide mobile communication secure, and allows you to manage users, archive messages, set and enforce policies and meet compliance requirements. The TeleMessage App enables you to seamlessly control and monitor your organization's mobile messaging and easily integrate your existing IT assets with a secure messaging solution that is designed to encourage mobile collaboration, and at the same time reduce costs and improve efficiency.

Developer - offering and benefits:

The TeleMessage solution was built specifically with developers in mind. We wanted to provide developers with an enterprise mobile messaging solution for a range of applications with greater flexibility and reliability. We offer range of flexible APIs and code samples to easily integrate our messaging solutions into your existing applications and provide you with a rich set of features and the support you need.

Information Systems Manager - offering and benefits:

Mobile messaging is no longer just for personal communication. With the growing use of mobile messaging amongst coworkers, between departments and for project collaboration, it's time to connect your enterprise systems to mobile devices to ensure synchronization between applications and systems, provide full automation of processes, to increase efficiency of your teams, and improve satisfaction of your customers and partners. TeleMessage provides you with a cost-effective, reliable and secure enterprise-grade messaging solution that seamlessly integrates with your existing applications and systems and offers you full management capabilities over your business's mobile messaging.

Operations Manager - offering and benefits:

As the workplace becomes even more dynamic and complex, you need access to the newest technologies available to improve and automate business processes and control production. Our enterprise-grade messaging solution will no doubt improve operational efficiency.

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TeleMessage grants you the ability to get a hold of the right people at the right time, send out critical messages and confirm that they have been opened and read, and connect IT systems or machines to mobile devices.

Solution Components

Our solution includes Enterprise Administration capabilities, Business Mobile Messaging Apps, Messaging Web portal, Outlook plug-in for Email to Mobile messaging, Corporate directory, and a range of APIs that connect to any operational IT system.

The TeleMessage Mobile App for Android & iOS

TeleMessage is an “all-in-one” messaging solution. You have the flexibility to send free text messages from the TeleMessage App on your mobile device, or directly from your desktop via our web interface & Outlook Plug-In. Use our APIs to enable application to person messaging (A2P) from your existing IT systems.

All you need to do is download it from Google Play or the AppStore.

Secure Messaging: tools such as end-to-end encryption keep messages secure.

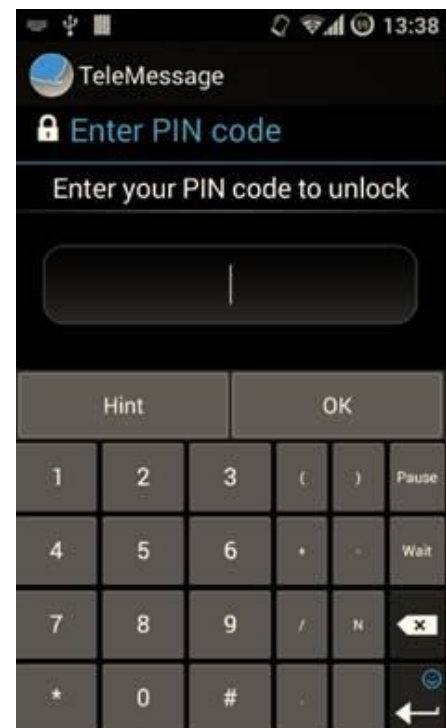
PIN Code Protection: lock the application on your mobile device with a PIN code so that only you have access to the application.

Time-Limited Messages: messages after a certain period of time will automatically be deleted from the device.

Free Text Messages/Smart Push Notifications: seamless delivery of messages sent via the Internet.

Group Messaging: create groups and interact with multiple co-workers.

Advanced Delivery Notification: know whether the message has been sent, delivered, read or expired.



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Pop-Up Notifications: you'll know every time you get a message with pop up alerts, vibrate & blink LED.

Fallback to SMS/MMS: any messages not delivered via the Internet are sent as an SMS or MMS message.

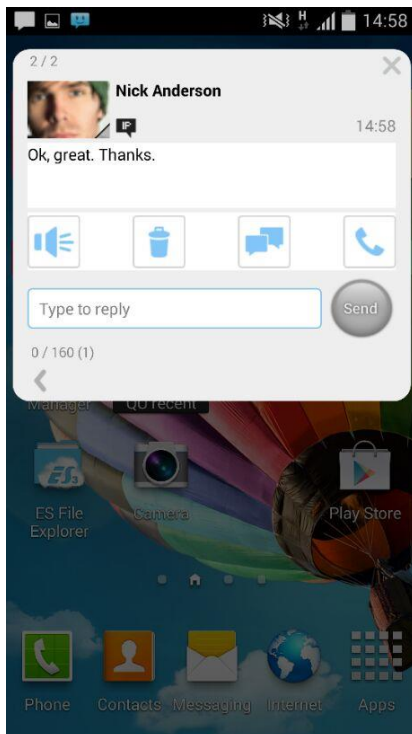
Delivery Status Tracking: all inbound & outbound messages tracked in the TeleMessage web interface so you can manage all of your communications.

Organized Messages: keep all of your messages in one place, whether they are free text or SMS messages.

Files & Attachments: you can send pictures, videos, audio files & even location.

Auto Forwarding : set up auto forwarding so another mobile device receives your messages.

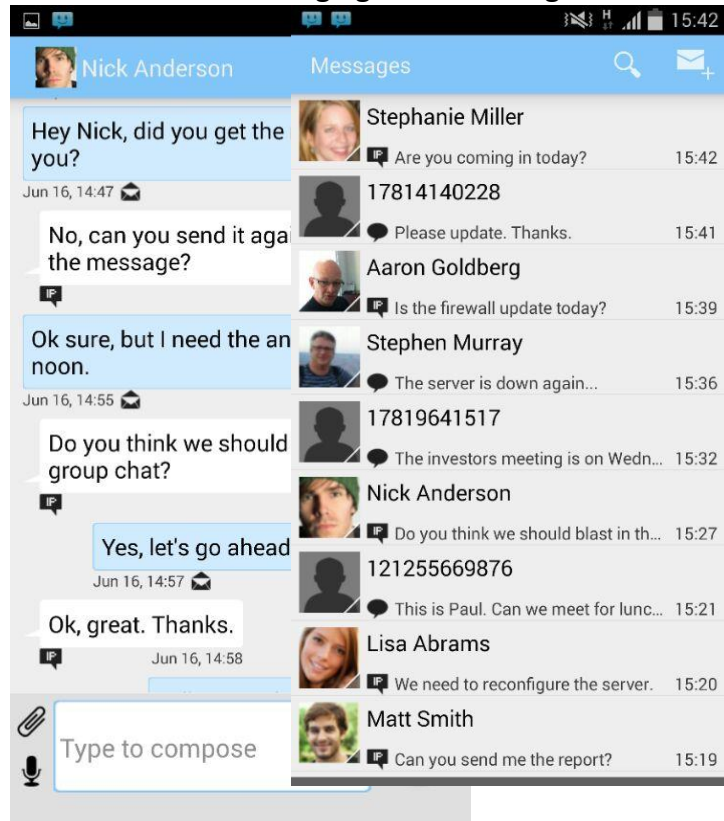
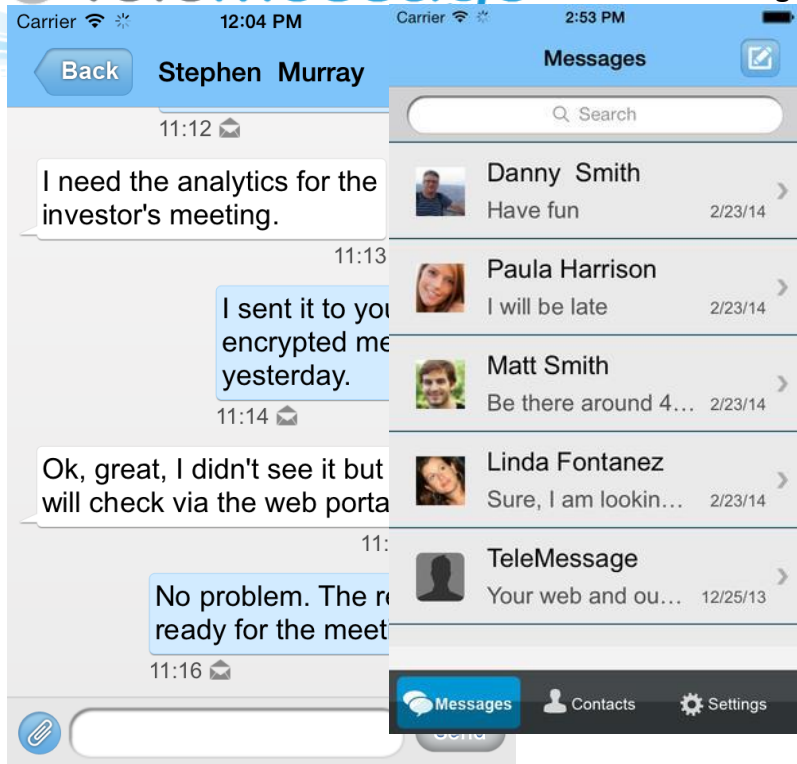
Personalized Themes & Styles: a variety of colors, fonts, and sizes for you to choose from.



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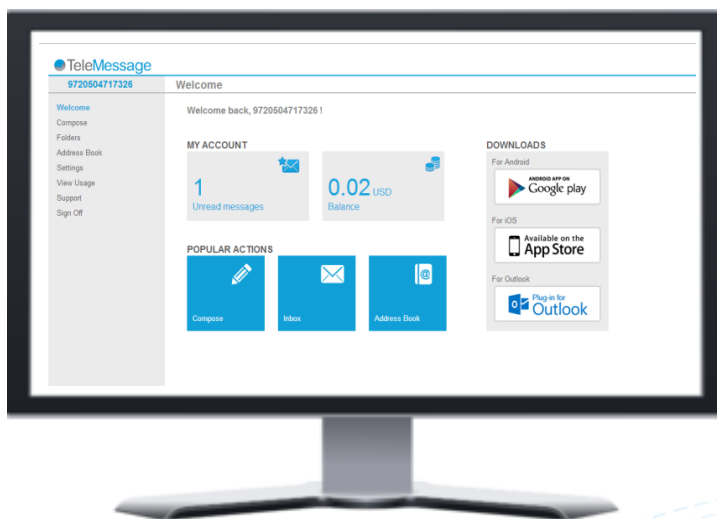
Web Interface

Collaborating with colleagues and staying in touch with customers has gotten a whole lot easier.

With TeleMessage you can send smart push notifications, SMS, voice, fax and email messages directly from your desktop.

Some of things you can do in the TeleMessage web interface:

- Send messages to multiple contacts and feel free to send any combination of message type: smart push notification, SMS, voice, fax or email.
- Configure whether you'd like to send both smart push notifications and SMS messages or smart push notifications only.
- Set your SMS fallback preferences.



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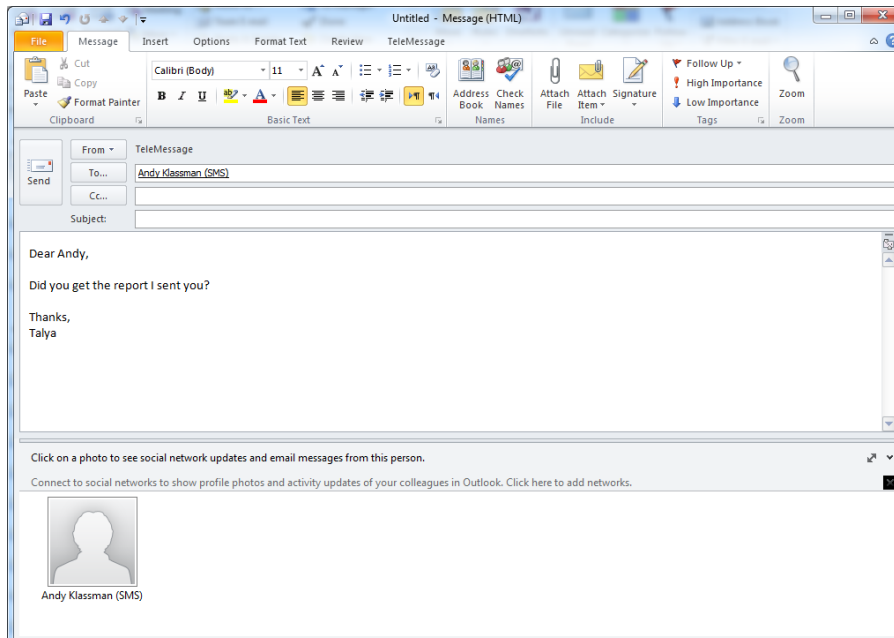
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- Track message delivery progress to make sure it's reached its destination.
- Get detailed usage reports of your messaging activities, including date, time, message type, cost per message.
- Keep contacts organized and accessible in one location.

TeleMessage Outlook Plug-In

Let's face it, as much as we love our mobile devices, composing a message is so much easier on a regular keyboard.

Our Outlook Plug-In is perfect PC-to-Mobile solution for those who spend many hours in front of a computer screen and still want to reach colleagues, customers, family and friends on their mobile devices.

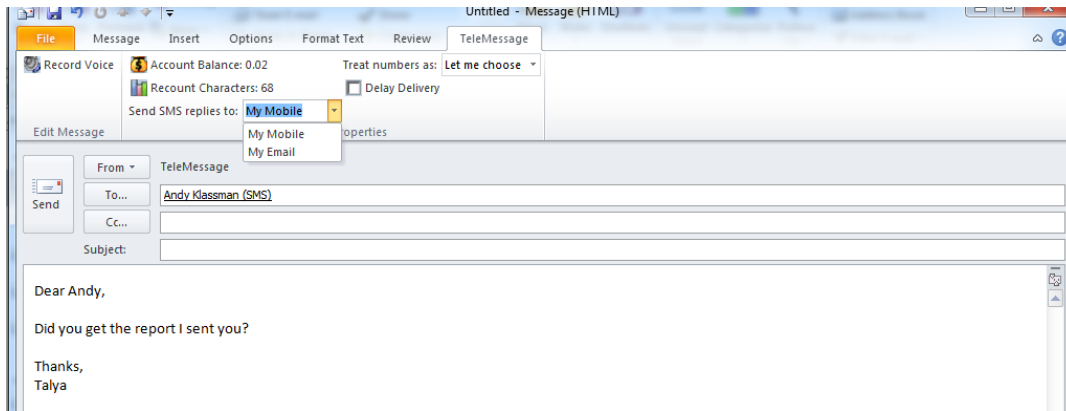


TeleMessage works like any other Outlook email. Enter a phone number, or choose recipients from your address book. Compose your message and hit "Send".

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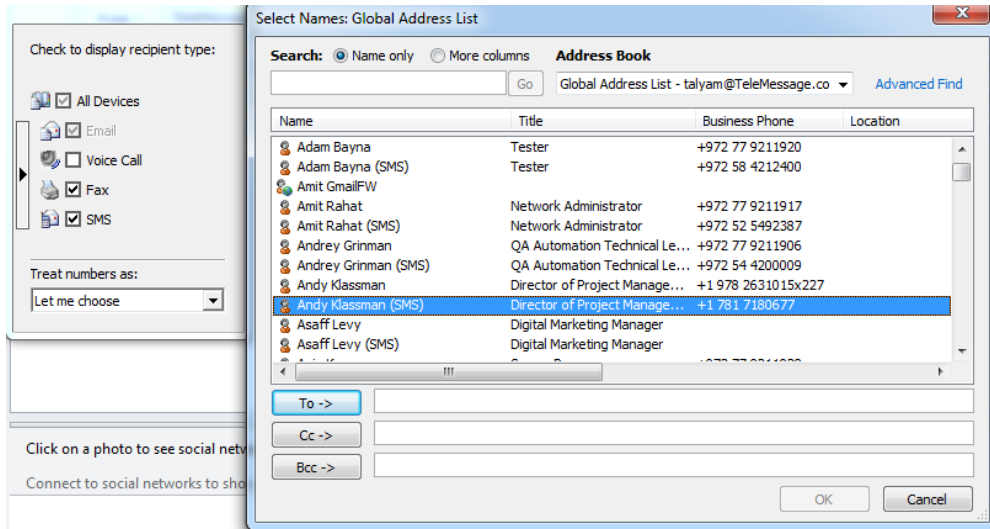
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Combine smart push notifications, SMS,

voice and fax contacts in the same email message. You can send messages to Outlook contacts, groups and distribution lists.



Opt to have replies delivered directly to your

email inbox, so you can manage all of your messages directly from your computer.

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TeleMessage Administrator Tools

Just like exchange server is to email, TeleMessage is to mobile messaging. Seamlessly manage your organization's communications with our administrator tools.

Add users manually or import multiple users via Excel spreadsheet.

Manage existing users: update user profiles, reset passwords, activate, suspend and delete user accounts.

Get custom reports to track user access of the system.

Purchase additional message credits for the users you manage or user accounts and upgrade subscription packages.

Set security levels, companywide policies and more.

Developer APIs

Access our range of flexible APIs and code samples to easily integrate our messaging solutions into your applications and IT infrastructure.

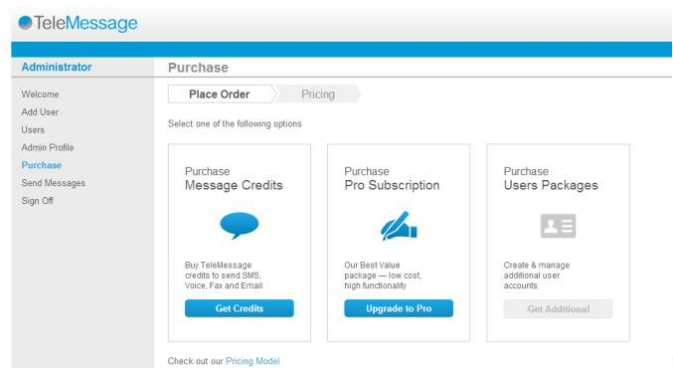
- Easy integration with our APIs: REST, SOAP, XML HTTP, SMPP, SMTP, WCTP, SNPP, TAP
- Code samples in JAVA, VB, C#, PHP.
- Ready Out of the Box Tools: Apps, Web, Outlook and Admin tools
- Multi-Channel Delivery: IP Push Notification, SMS, Voice, Fax and Email.
- Reliable and Robust: message delivery with receipt and read confirmation, IP Messaging with SMS fallback, high availability with guaranteed SLA uptime.

Message Types

We offer messaging alternatives, including SMS, voice, fax, and email, so you can easily manage all of your communications with TeleMessage.

TeleMessage Smart Push Notifications

- a) What is a push notification?
Without getting too technical, a push



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notification lets an application notify you of new messages or events even when you aren't using the application.

- b) What can you do with push notifications ?
Send free messages!
That's right. Unlike SMS messages, which use your mobile carrier to send messages to other mobile devices, TeleMessage only needs an internet connection, whether it's your data plan or Wifi .
- c) Fallback to SMS
This is a unique TeleMessage feature. In case push notifications can't be delivered through your data plan or Wifi, the message is then sent as a SMS message .
- d) Send Attachments
Attach files including pictures, videos, audio recordings and documents .
- e) Keep Message Secure
Push notifications can be encrypted from end-to-end, and during "transport" between devices, so that no one can access your messages besides you and the intended recipient .
- f) No Character Limits
SMS messages only let you insert 160 characters per message. With push notifications, you're free to include as many characters as you want.
- g) Advanced Delivery Notifications
Some other apps out there will let you know if a message has been sent and delivered. The TeleMessage App will not only notify you whether the message has been sent, delivered, read and expired .
- h) Group Chat & File Sharing
Collaborating with colleagues has become even easier with the TeleMessage App. Create groups and share data and files amongst group members .

SMS

With TeleMessage, you can send secure and reliable SMS messages to colleagues, clients, partners, family and friends that don't have the app.

- a) Web to Mobile Messaging
Send and receive SMS messages directly from your desktop through the TeleMessage Web Interface or Outlook Plug-In.

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- b) Application-to-Person Messaging
Connect to our automation APIs to enable Application-to-Person (A2P) messaging.
- c) SMS Fallback
When we're on the go, we don't always have data connectivity or WiFi to receive smart push notifications. Any internet-based messages are converted into SMS messages within a certain period of time to ensure delivery of urgent and critical notifications to colleagues and customers around the globe.
- d) Additional Benefits:
 - Blast bulk SMS messages to large distribution lists.
 - Send long concentrated SMS messages.
 - Support long and short codes.
 - Two-way messaging.

Voice Messaging

Send pre-recorded voice messages that are delivered to the recipient as a telephone call.

Compose text messages that are converted into voice messages using our Text-to-Speech engine and delivered to the recipient as a telephone call.

Key Features:

- Automated retry process until receipt is confirmed.
- Enable message escalation/chasing on several devices.
- Customization of call prompts.
- Get status reports on whether the call was delivered, line busy, no-answer, or reached voicemail.

Fax

It's time to get rid of your fax machine.

Send fax transmissions directly from your computer through our web interface or Outlook Plug-In.

Benefits:

- Supports Word, PDF, and other formats.
- Send as many documents as you need with our bulk transmission options.
- Configure auto-retry for failed transmission delivery.
- Get delivery status reports.

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Email

Take advantage of our bulk email web service available through our web interface. Manage your mailing lists and improve your email campaigns through our tracking and reporting features.

Service Pricing

Pricing Plans

TeleMessage recommends three pricing plans: Basic, Pro and Business as presented in the table below:

All plans include access to our Apps, Web Portal, Outlook Plug-in and APIs.

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Basic	Pro	Business
FREE	\$5 Monthly, Per user	10 Monthly, Per user Minimum 50 users
Access to Apps, Web Portal, Outlook Plug-in and APIs Text and Multimedia messaging Unlimited P2P messages Secure messaging	All of Basic PLUS SMS Fallback for IP messages User Administration Company contacts Reports and Statistics Email support SLA	All of Pro PLUS Dedicated VPN SMPP, TAP APIs Provisioning & Reporting API Service Uptime SLA Advanced Security & Encryption Phone Support

Optional Add-Ons

In all packages you can purchase message credits to deliver SMS/Voice/Fax messages.

Optional Add-ons
Sending SMS, Voice, Fax, Email messages in USA/Canada <ul style="list-style-type: none"> • \$.007 SMS text message • 10,000 Free text messages to Smartphones, and then \$.001 Email / IP Push Notification • \$.02 minute Voice/Fax call (Pricing includes international pricing and other premium options)

Users can test the Pro package free for 30 days.

Detailed Features Table

A breakdown of features and capabilities in the different packages appears below:

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	Free		
Feature	Basic	Pro	Business
Package cost	FREE	\$5 / month Per user	\$10 / month Per user Minimum 100 users
Built-in features			
SMS/Voice monthly message credits included per user*	0	10	100
Unlimited Text and Multimedia messaging Person to Person (P2P)	V	V	V
Max participants in group chat	50	500	2,500
iOS App			
iOS App	V	V	V
Android App (Integrated SMS and IP)			
Android App (Integrated SMS and IP)	V	V	V
Web Portal			
Web Portal	V	V	V
Outlook Plug-in			
Outlook Plug-in	V	V	V
Management			
Admin account	X	Yes	Yes
Managed Users included with Admin*	-	30	30
Archiving	Up to 100Mb/user 30 days retention	Up to 2Gb/user 1 year retention	Up to 10Gb/user 3 years retention
Security			
Secure messaging	V	V	V
Message encryption on Endpoints	V	V	V
Transport TLS protection	V	V	V
HIPAA compliant	V	V	V
Dedicated VPN			V
Reliability			
Service Uptime SLA			V
SMS Fallback for IP messages SMS are charged per message		V	V
Enterprise Alerts Features (Android): Forward Messages to other Mobile/Email Pop-up Themes	V	V	V

IT Ready			
APIs for FREE Text and Photo messaging (XML, SMTP, HTTP, SNPP, WCTP)	V Fair usage policy	V	V
TAP, SMPP APIs			V
Provisioning & Reporting SOAP API			V
Support			
Email Support (advanced support not for trial users)	V	V 24 hours response	V 4 hours response
Phone support			V
Optional Add-ons			
Price per additional managed user	-	\$5 user/month	\$10 user/month
SMS, Voice, Fax, Email messages	.75 cent/ SMS message 1 cent/minute Voice/Fax call 0.01 cent/Email (Pricing includes international pricing and other <u>premium options</u>)		

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