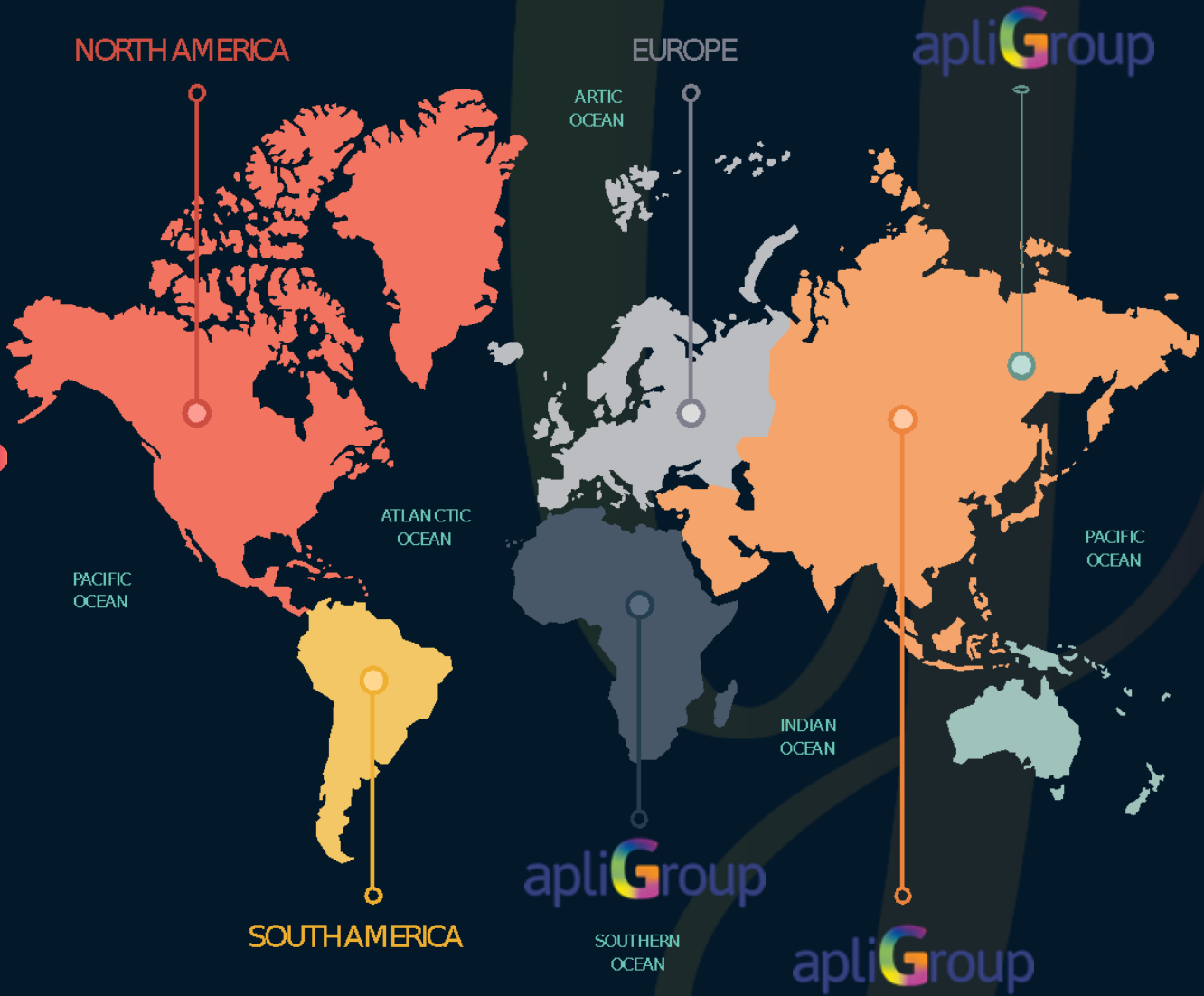


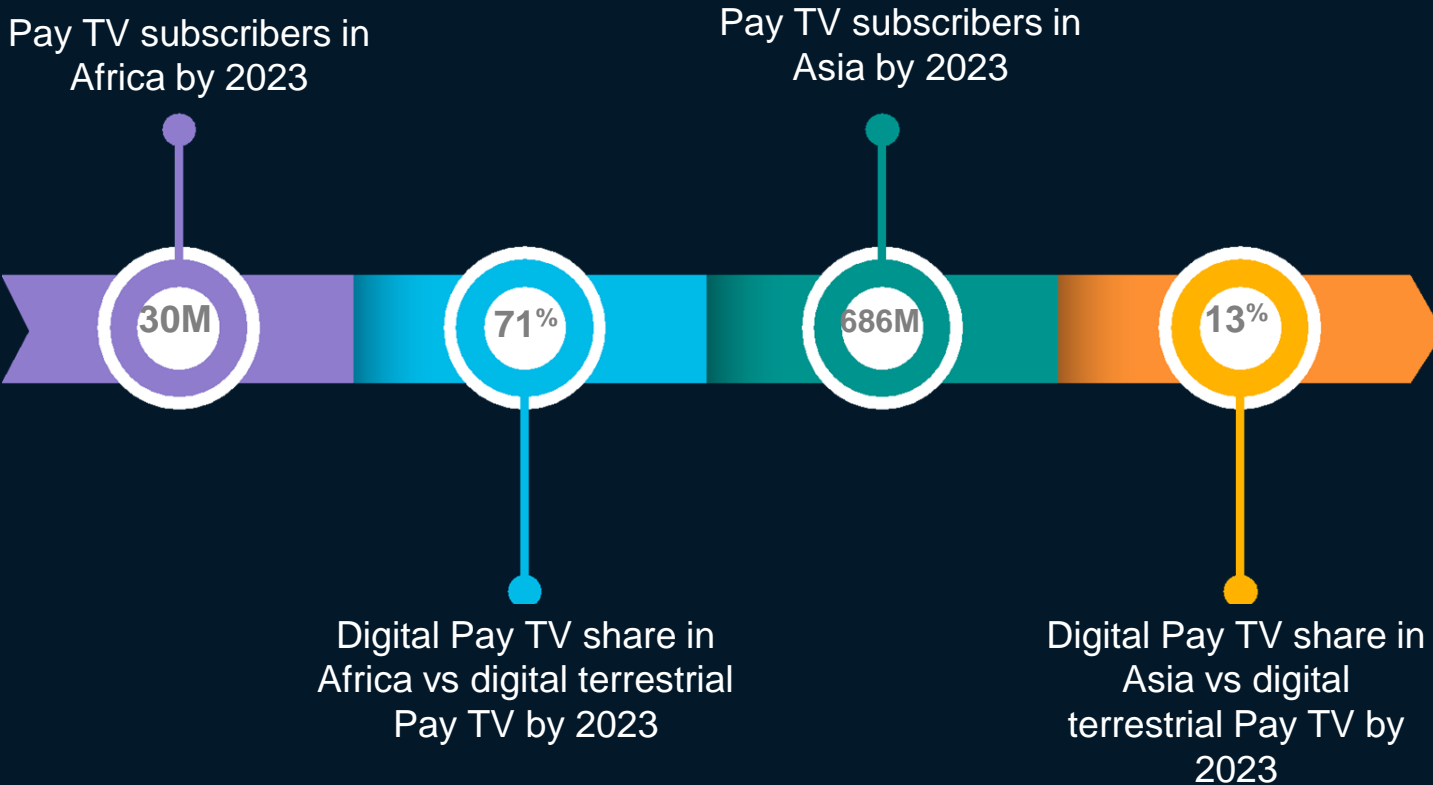


We Are Value Creators



We see **the growth opportunities**

The mobile operator is best placed to drive the growth of mobile video. *Mobile World Live – 2017 Report*



We drive mobile **TV growth** with *Yabadee*



Social TV

Increased “time spent on app” by around 30% during the first month of release – Operation Nexttel



MobileTV for smartphones, tablets and laptops allowing users to stream their favorite shows **ON THE GO!**

Attractive and easy-to-use Interface offering Clips, Movies, Series and Live TV

Introducing new features based on local market and consumer behavior

Social features to complement user's viewing experience (Chatting, Gifting, Casting etc...)

Yabadee

We drive mobile **TV growth** with **Yabadee**

Smart Notification Engine, to up-sell content based on user preferences and viewership habits
(User Based Collaborative Filtering)



Hi, I'm Ivy. Your personal assistant! You're all Set! A huge library of content awaits, enjoy streaming without consuming your internet MB!

Welcome message

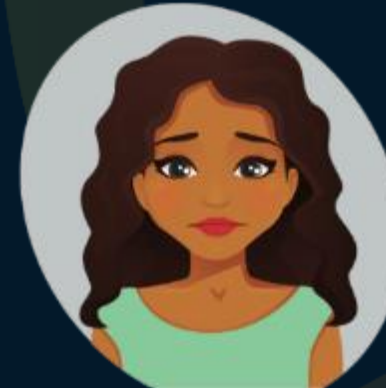
At first account activation
(after verification code is accepted)



Hey it's Ivy, I think you will like this! Check out [name of content], you can thank me later

Recommendations

Between 2 and 4 times a week (time between 11 and 9 PM)



Hey, I miss you, come back!
Lots of cool stuff were added since your last check-in!

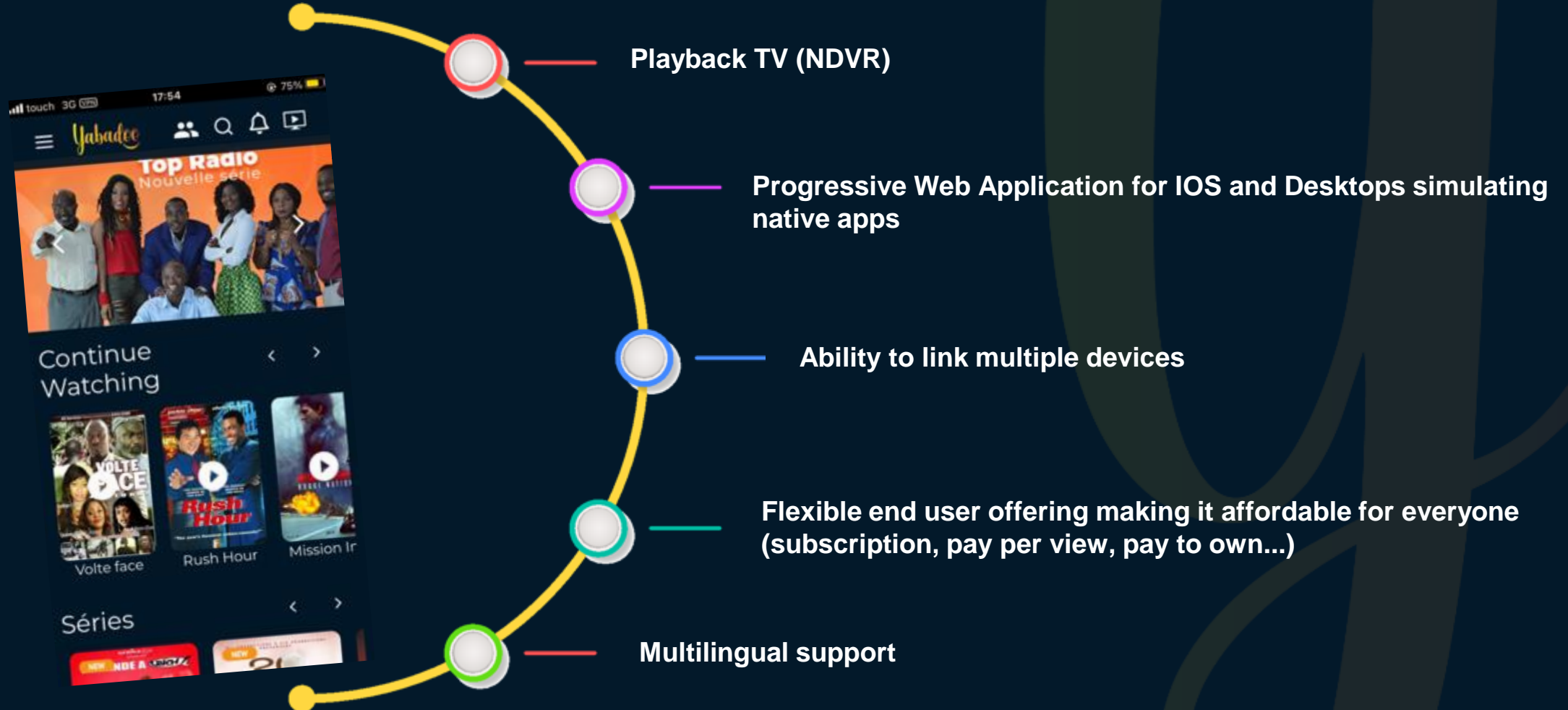
Missing you message

When user has not logged-in
in 3 days, 5 days, 10 days

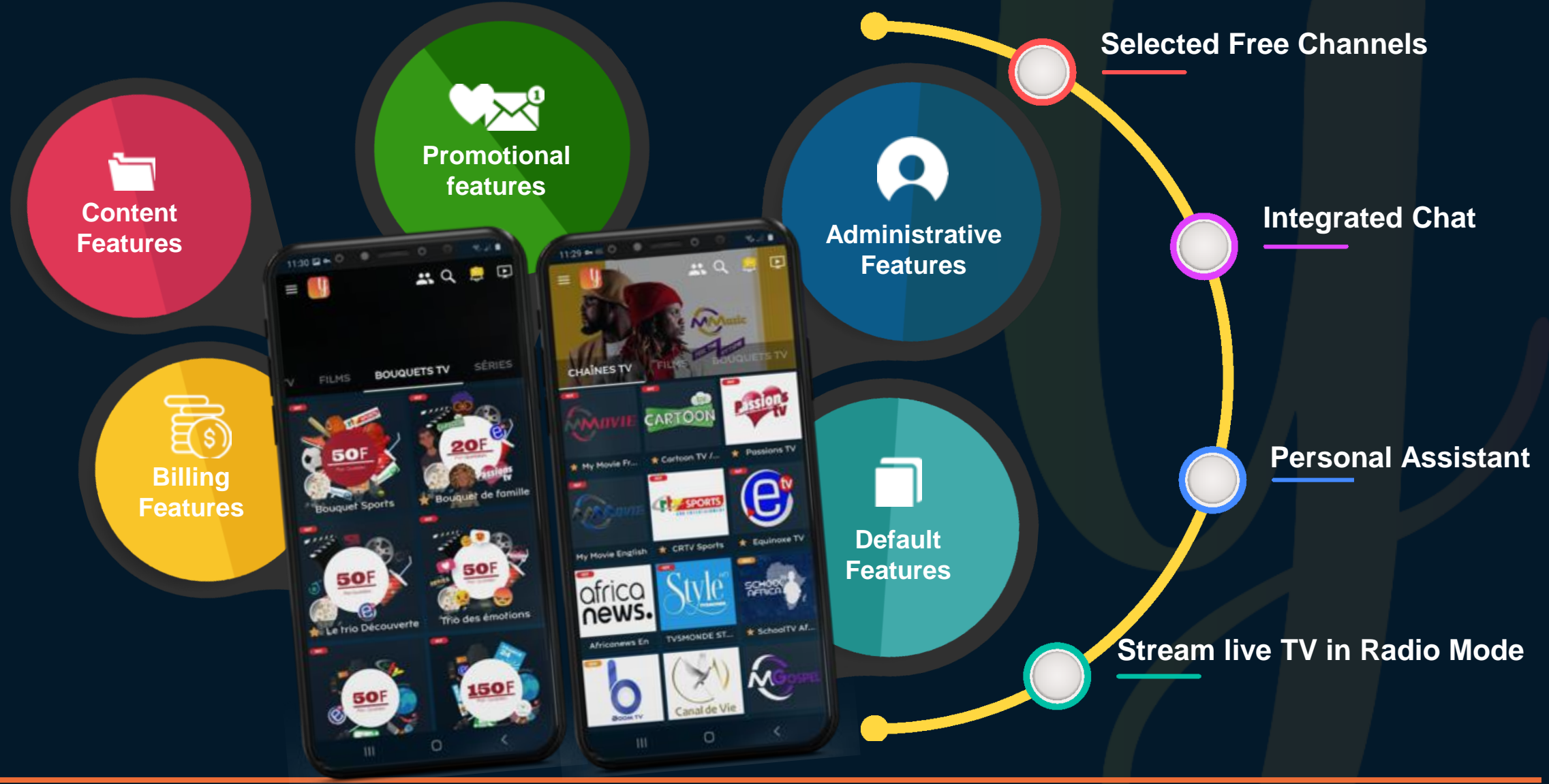
Yabadee

More Value? **Yes We Can...**

Hassle Free Service directly to the user's mobile credit



Usability, **accessibility** and features



Default **features**

Multiscreen experience
Android/IOS -
Smartphones/Tables, TV
Set-top-boxes, SmartTV
application, Web portal
etc...



Attractive and easy-to-use Interface offering Clips, Movies, Series and Live TV.



Multi-lingual support.



**Advanced video player
– With Radio Mode for liveTV.**



Feedback tab to harness user's experience, wish-list of content and features, etc...



Content **features**

1

Playback TV

– nDVR to record liveTV enabling the user to go back in time for a pre-set window.

Users tend to instantly rewind a football goal multiple times especially if it previously buffered – Operation MTN

2

Send as Gift

- Send a Movie or a Subscription as a gift to another user (Increase Social interaction)

Gift some to get some” campaign on Valentine’s day – Operation Nexttel

3

Hybrid bundles

– Offer users with access to hybrid bundles including live TV and on-demand (clips, series and/or movies).

Women’s bundle created to accompany the International Women Day in Cameroon included the most watched Novellas channels [like NinaTV ...] along with cooking videos, horoscope, women empowerment videos and romantic movies – Operation Nexttel

4

Favorites tab

– Bookmark content for later viewing and for ease-of-access.

Billing features

1

Flexible end user offering

making it affordable for everyone (subscription with multiple plans, pay per view, pay to own)

Subscription 95% of total revenue
Daily 93%
Weekly 3.3%
Monthly 3.7%
PPV 5% of total revenue
-- Operation MTN.

2

Smart charging / Anti-churn

Automatic renewal management for subscriptions with plan downgrade support and grace period to reduce churn rate.

Increasing the grace period from 5 to 15 days decreased churn rate and increased revenue by 22% the next month due to the top-up habits inside the market – Operation Nexttel.

3

Discounts

Launch periodic discounts/sales on subscriptions to increase customer retention

First month of service launch, discount of 100% was applied on all TV bundle subscriptions and harnessed around 12K users (most of which converted into recurrent paying users with auto-renewal ON) – Operation MTN

4

Subscription management

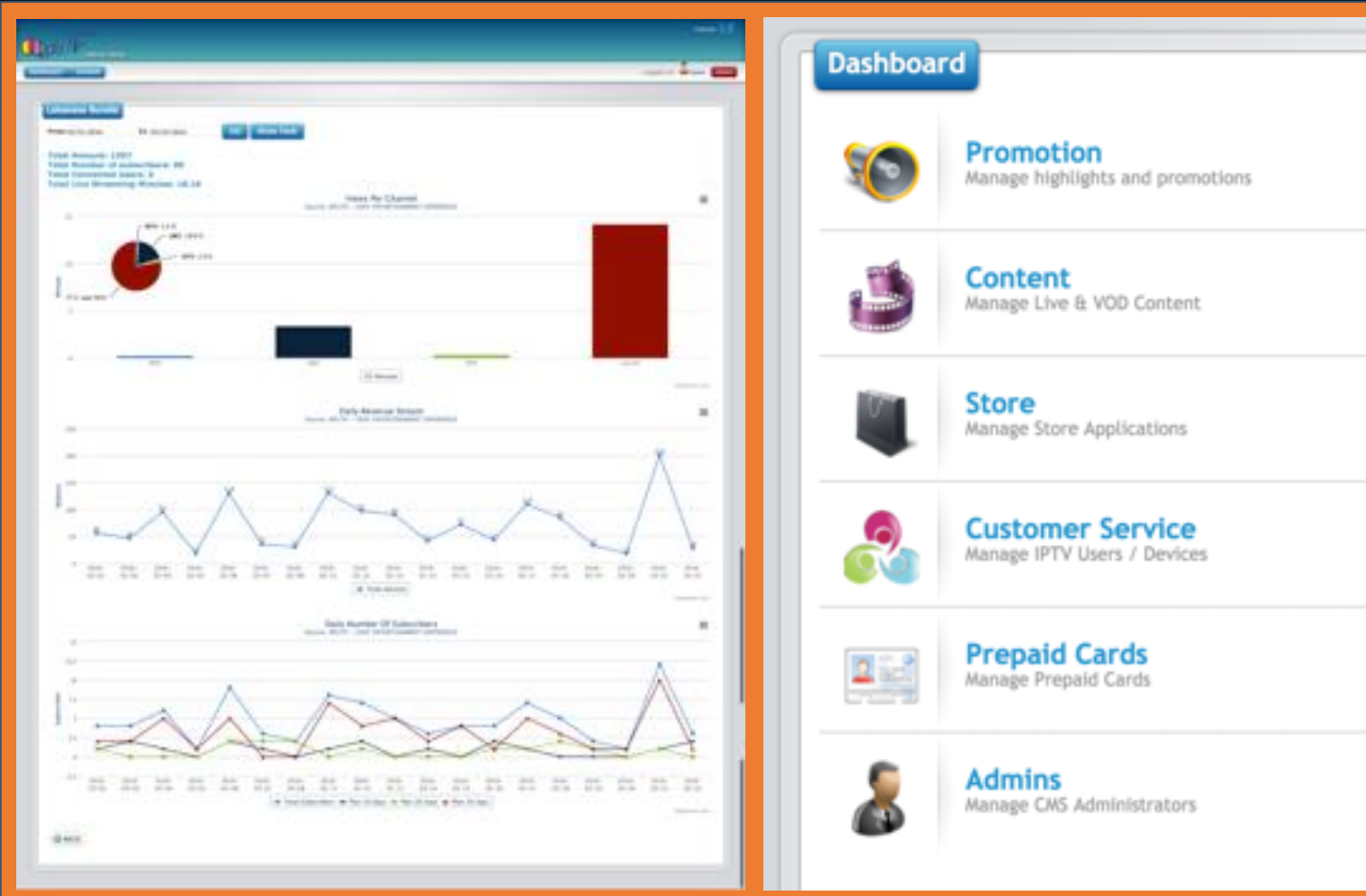
Users can manage their subscriptions directly from their profile (toggle auto-renew)

5

Hassle Free Service

Platform is directly connected to the user's mobile credit

Administrative **features**



ApliTV provides the operator as well as content providers with access to its Centralized Management System

Enabling them to :

- Moderate, and monitor in real-time all content, statistics and actions for full control over the service.
- Set the content flow (from upload to release).
- Manage and communicate with your customers.
- Restrict account access.

Current Version : 8.0

Promotional **features**

01



Notification Center

Similar to a social platform, apliTV provides a valuable communication channel with its users

Personalized suggestions and Recommendations ("We think you might like this ...")

Maintenance breaks ("This channels is currently offline and shall be restored in 2 hours")

Event-driven notifications (Football match, news etc...)

Social messages ("Hey there, you're all set, holiday greetings etc...")

Gifts messages ("User X has just sent you a gift, click here to receive it")

Automatic content release notifications ("Series X – episode Y has been released! Click to check")

02



Search priority

provide more visibility to valuable content by giving it priority over others when the user is searching for something specific.

Promote new content
Recommend new friends
Form to get user's info.

03



Second screen

Shown occasionally after splash screen

04



Mobile app Covers

Used to upsell and highlight specific content or simply to draw user's empathy by showcasing photography related to an interesting theme (country, local football team etc...)

Entry cover image
changed to show
Cameroon's national football team when they were participating in the CAF – Operation Nexttel

05



Main Slider

great advertising space which Supports Images and/or videos.

We deliver **Seamlessly**



We deliver **Seamlessly**

Yabadoo IS Zero Rated

- **Big** advantage over OTTs and a leverage in front of Content Providers
- Each asset can have multiple subscription plans
- Each plan has different validity, balance and duration limit

Virtually zero-rated Time cap is calculated based on data volume to cover network utilization and
GENERATE PROFIT



We deliver **Seamlessly**

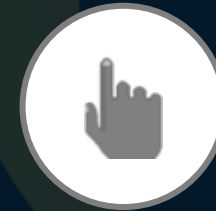
Yabadee



Competitive Pricing model based on perceived value, content cost, network utilization and competitive analysis



Anti- Churn Automatic renewal of subscriptions with SMS reminders



Multiple Subscription plans

Yabadee

Content, Content & more Content



Content **acquisition cycle**

Content we have

- Capitalize on the existing relationship to sub-license for a new operation.
- Included as part of the initial service library.

Content we work on having

- Requires negotiation with licensors.
- We provide all the required materials.
- Team specialized in corporate negotiation to acquire best terms possible.



We optimize **revenue**

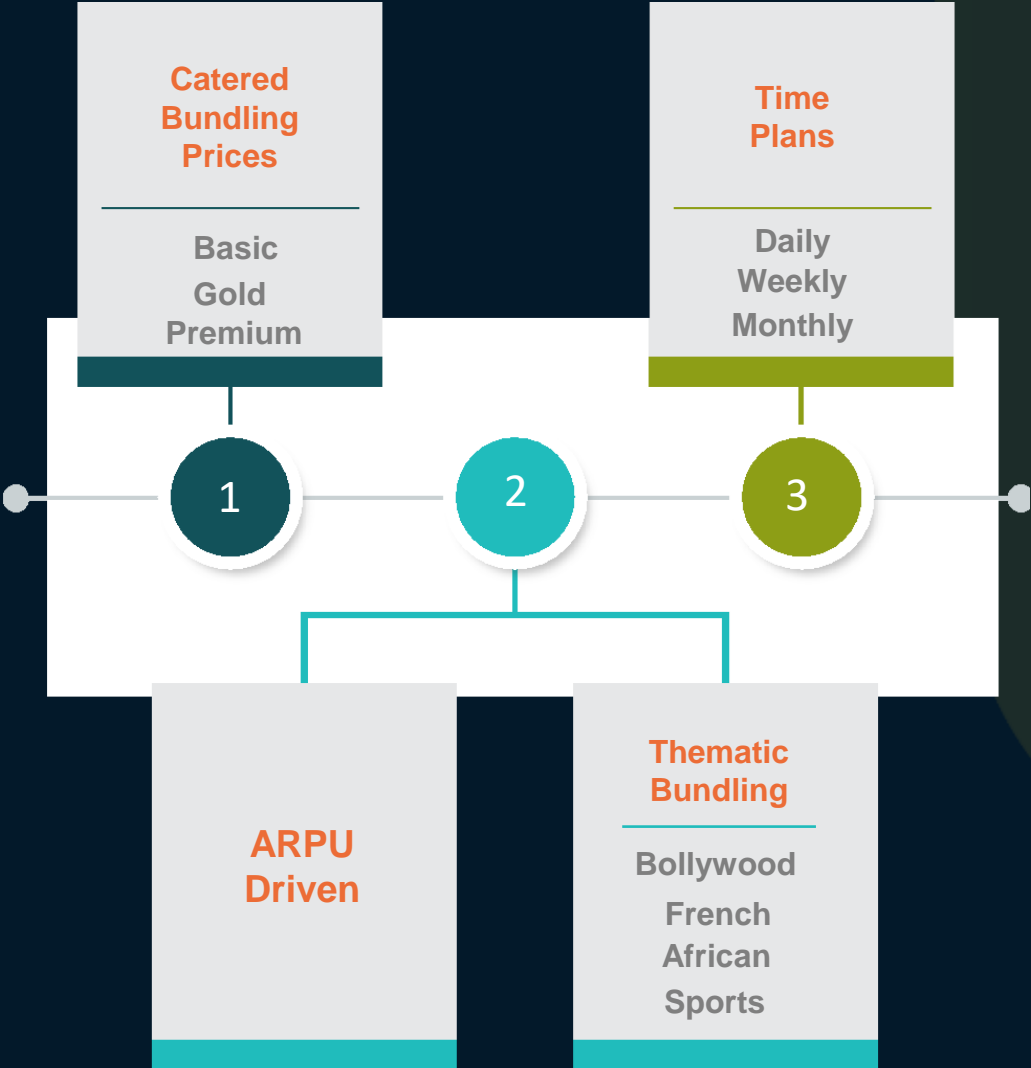
Being Different From an OTT Platform, the process of Pricing is based on thorough and advanced research of the market, to conduct a full economic business study,

There are several variables we take into consideration:

- ARPU in the Country
- Market Price for other Media Technologies
- Estimated Content Cost in the Country
- Balance Final Pricing list with want and need



We optimize **revenue**



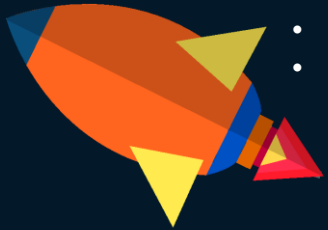
We optimize **revenue**



Direct

- Organic subscription revenue generated from direct users transactions
- Additional Time purchases based on fair usage policy (over-quota).
- Organic rental or packages revenue from Video on Demand.

In Direct



- Utilize the platform effectively for in-house (VAS) advertising and 3rd party advertising.
- We provide 100% accurate statistics as we know the exact viewership of our subscribers.
- These statistics can be used by the operator for internal and external marketing purposes to generate revenues by targeting highly viewed channels and programs.

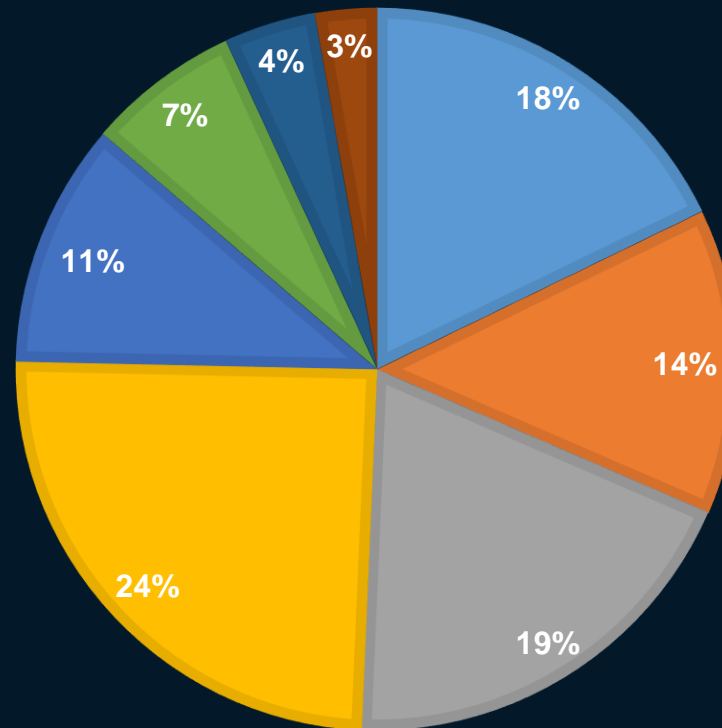
Moments of Truth – **Go to Market**



Promotional strategies – Go to Market

REACH

- Bulk SMS
- Billboards (OOH)
- Radio Ads
- Cross-selling Offers
- Digital Ads
- TV Commercial
- Guerilla Marketing
- Natively pre-installed app on handsets



Promotional strategies – **Go to Market**

1

Launching Event

Nexttel invited all the local channels and media celebrities for a press conference to launch the new NexttelTV service with fireworks and an open buffet.

MTN used a renowned digital exhibition inside the country to launch the service on its stand with mass media coverage.

2

Bulk SMS

Adding “Free data! ” at the beginning of the SMS along with high emphasis on specific content and not the service as a whole has increased the number of clicks by 300% - Operation MTN

Promotional strategies – **Go to Market**

- Cross-selling Offers
- Natively pre-install the app on the handsets sold by the Opco



When you subscribe to the jackpot pro data bundle for 5000 FCFA, you get a free month subscription to the bouquet prestige on NexttelTV – Operation Nexttel

Promotional strategies – **Go to Market**

- Billboards
- TV Commercial
- Radio Ads
- Guerilla Marketing
- Word of Mouth
- Etc...

All marketing material should focus on :

1- Specific Content / Programs / Actors...

[This is what you are selling]

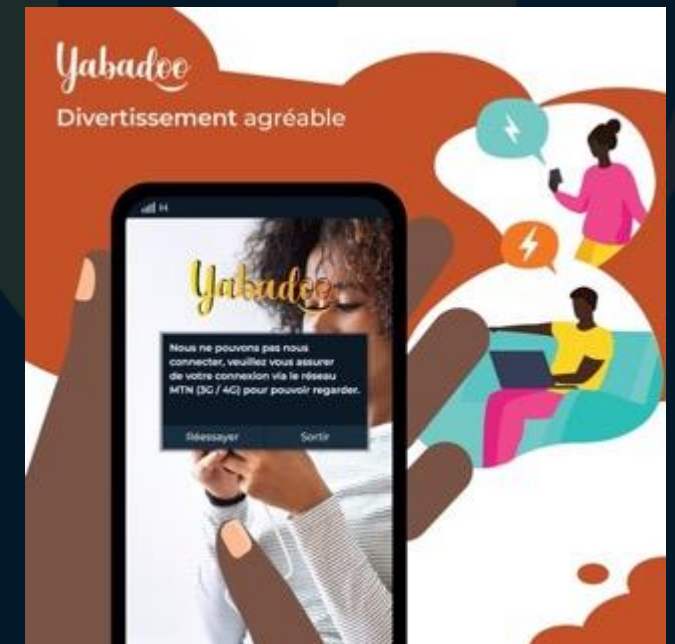
2- Free data (Zero-rating) **[This is our competitive advantage]**



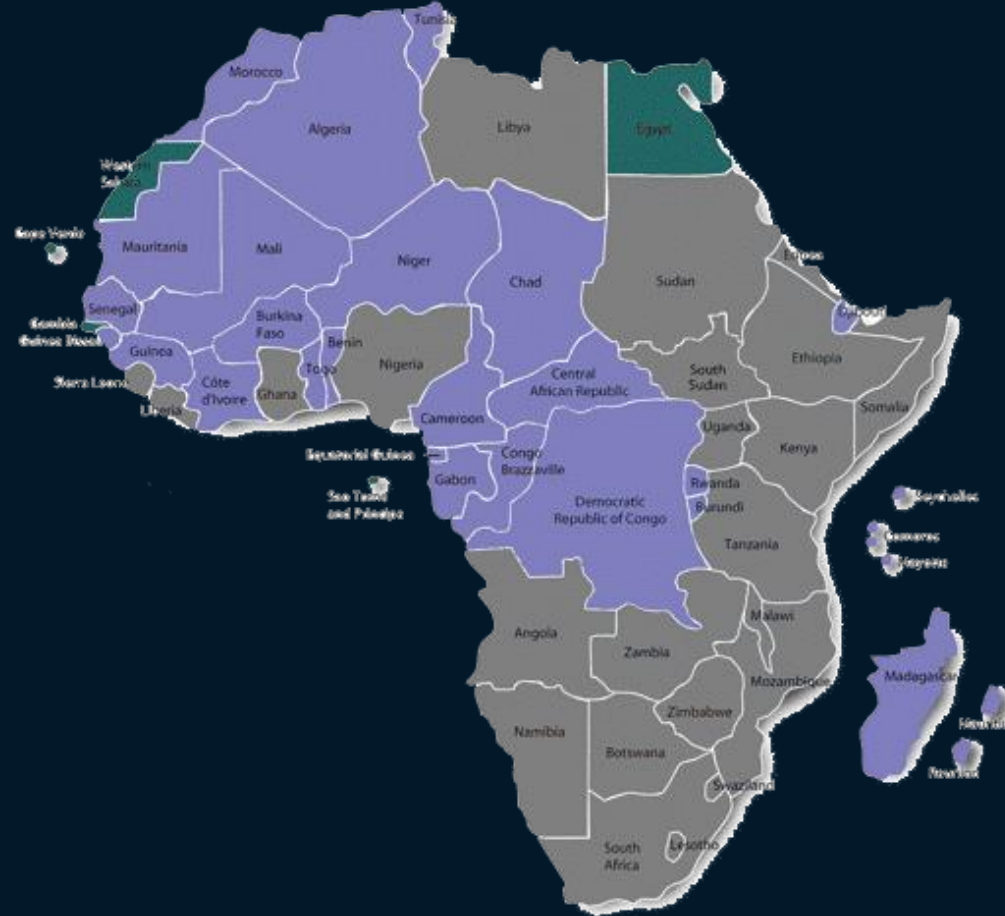
Showcases – Go to Market

Digital Ads

- Facebook
- Instagram
- Adwords
- Etc...



Climbing – the growth ladder



- Francophone
- Part Francophone
- Other

We started with Africa
THE SKY IS THE LIMIT...

Yabadee