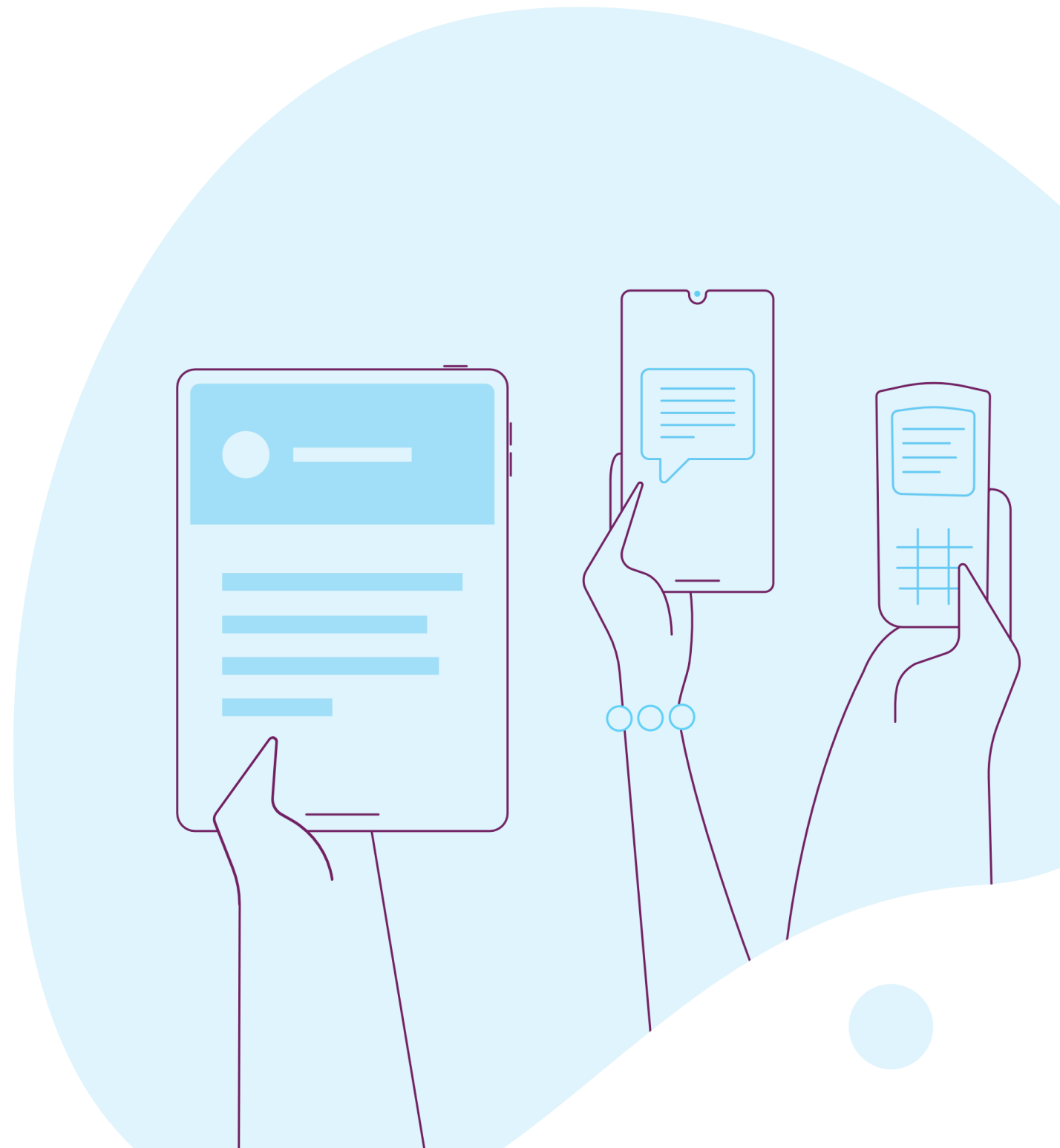


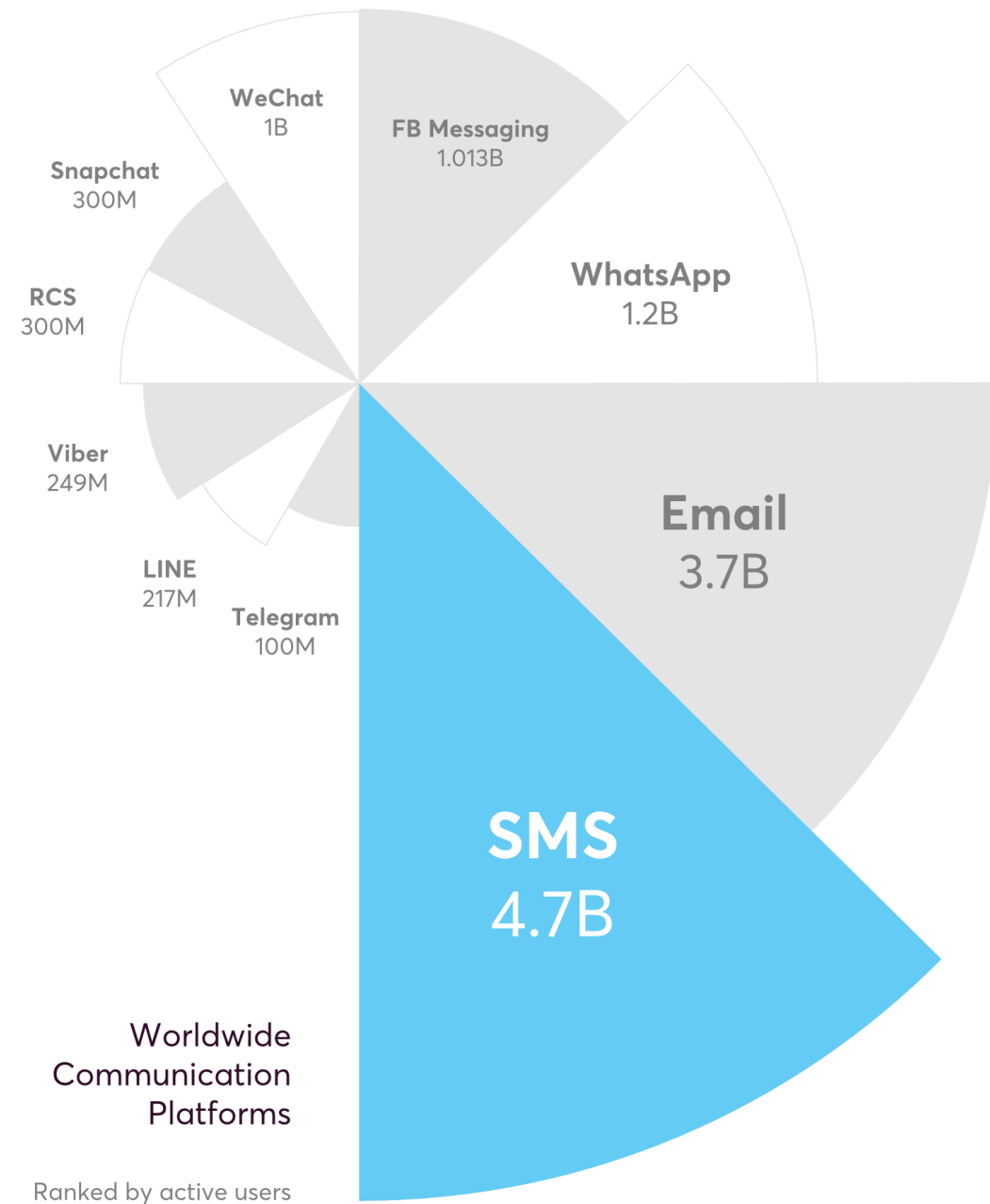


Apifon Business Messaging Platform



**Businesses are
always in need to
communicate
with their
customers**

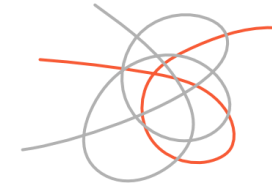
**And mobile
messaging proved
to be the most
efficient way**



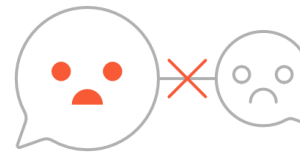
**But prevailing
messaging platforms
were not designed
to be used by
enterprises**



**Connectivity difficulties
with multiple platforms**



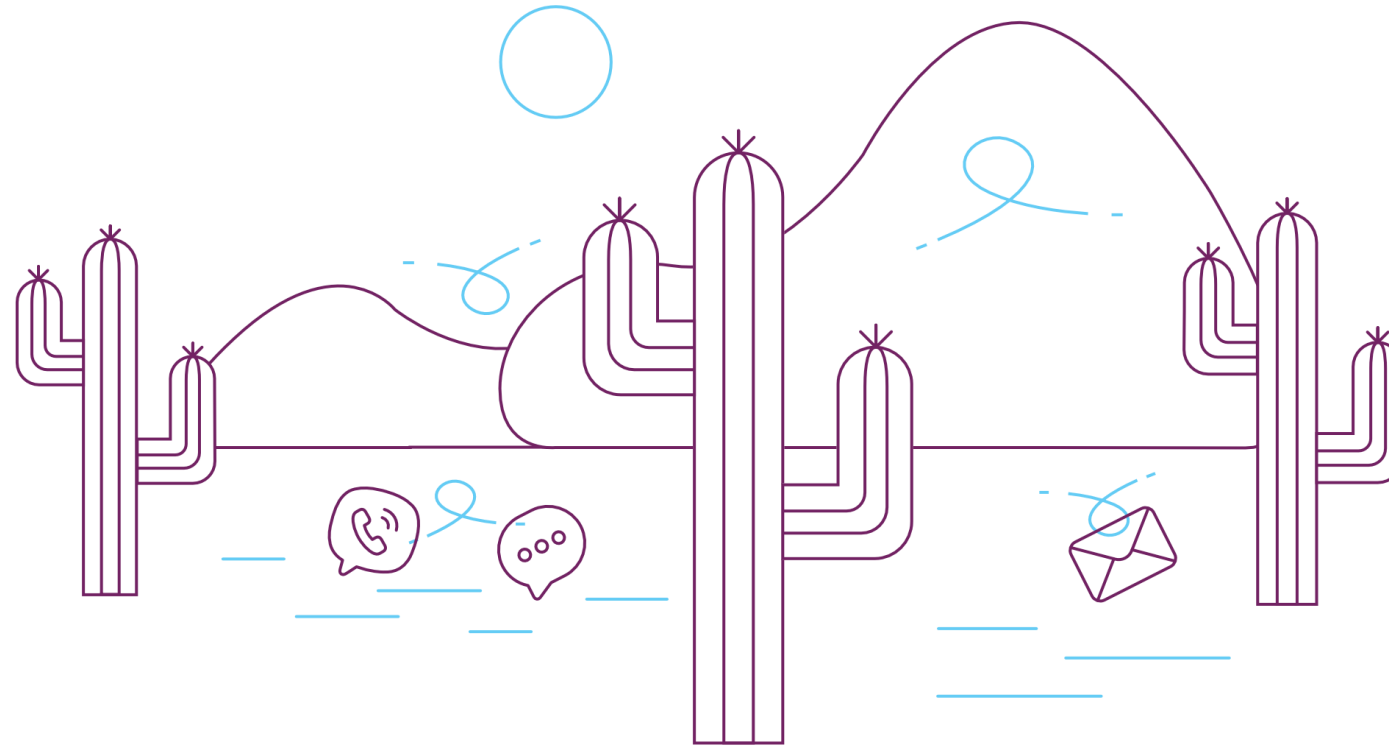
**Complexity in managing
various channels**



**Lack of two-way
communication**



**Automations not
supported**



**Resulting to enterprises using a single channel
for bulk messaging or no messaging at all**

...so we introduced a platform for business messaging & mobile marketing

The screenshot displays the 'apifon' platform interface. On the left is a sidebar with navigation options: Πίνακας Ελέγχου, Συμβουλευτές, Πρότυπα, Καμπάνιες, Αυτοματισμοί, Αναφορές, Οικονομικά, and Λογαριασμός. The main content area is divided into several sections:

- Welcome Back!**: A greeting with a placeholder text and a 'Let Us Guide You' button.
- Getting Started**: A section with introductory text and a '101' graphic.
- Knowledge Base**: A section with text about mobile channels and a 'Need advice...' link.
- Subscribers**: A table titled 'Subscribers List' with columns for List Name and Audience size. It shows four entries, each with a '26.4K Audience' and a right arrow.
- Messaging Campaigns**: A table titled 'Latest Campaigns' with columns for Campaign Name, status (Active, In Progress), and channels (SMS > Viber > Email, Viber > SMS). It shows four entries.
- Landing Campaigns**: A table titled 'Latest Campaigns' with columns for Campaign Name, status (Active, In Progress), and landing page type (Landing (Public), Landing (Personalized)). It shows four entries.

At the bottom of the interface, there are five circular icons representing key features: Multiple channels (speech bubbles and envelope), Marketing tools (document with chart), Automations (robot arm), Analytics (bar and line chart), and Integrations (two electrical plugs).

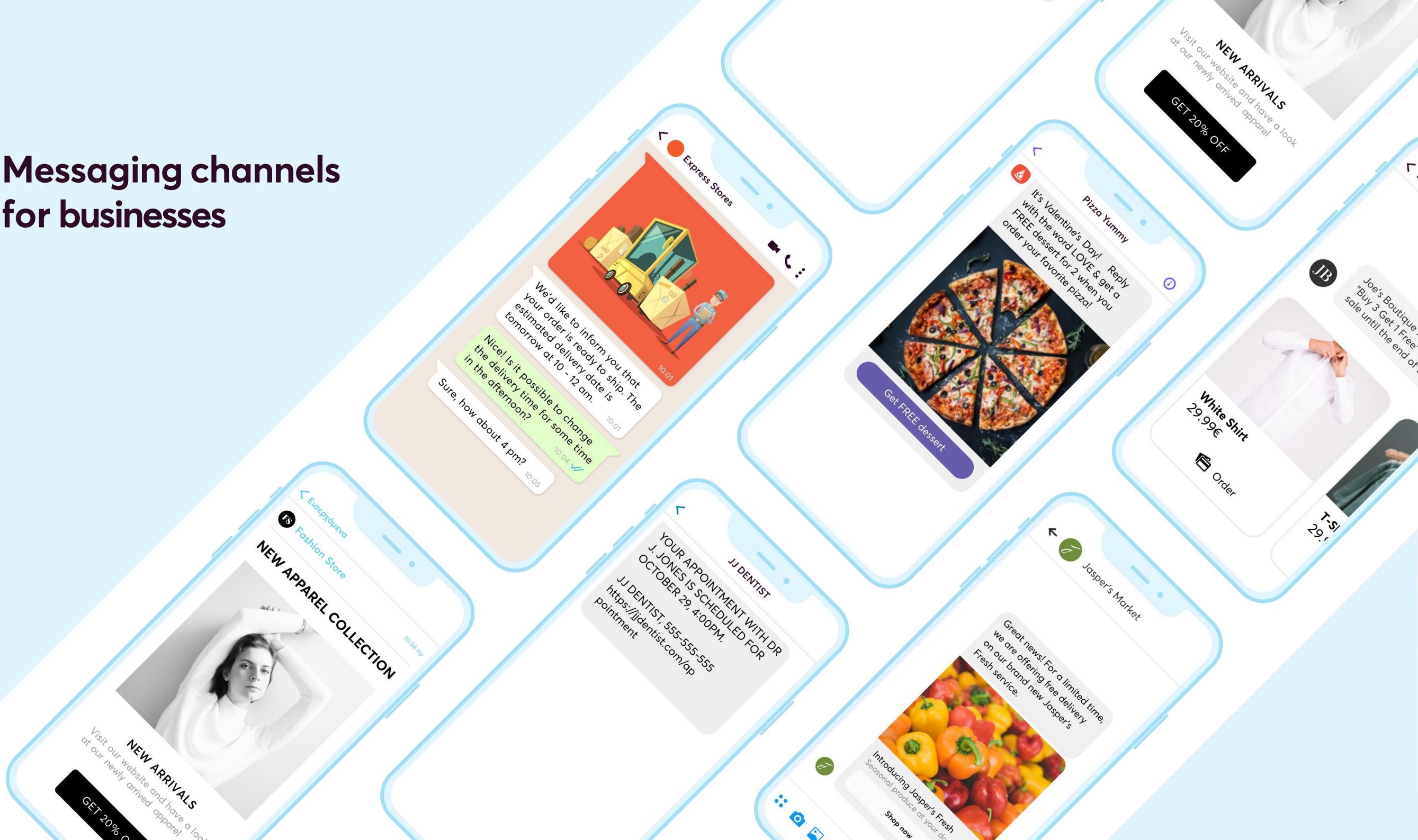


GDPR
compliance



Interactive
communication

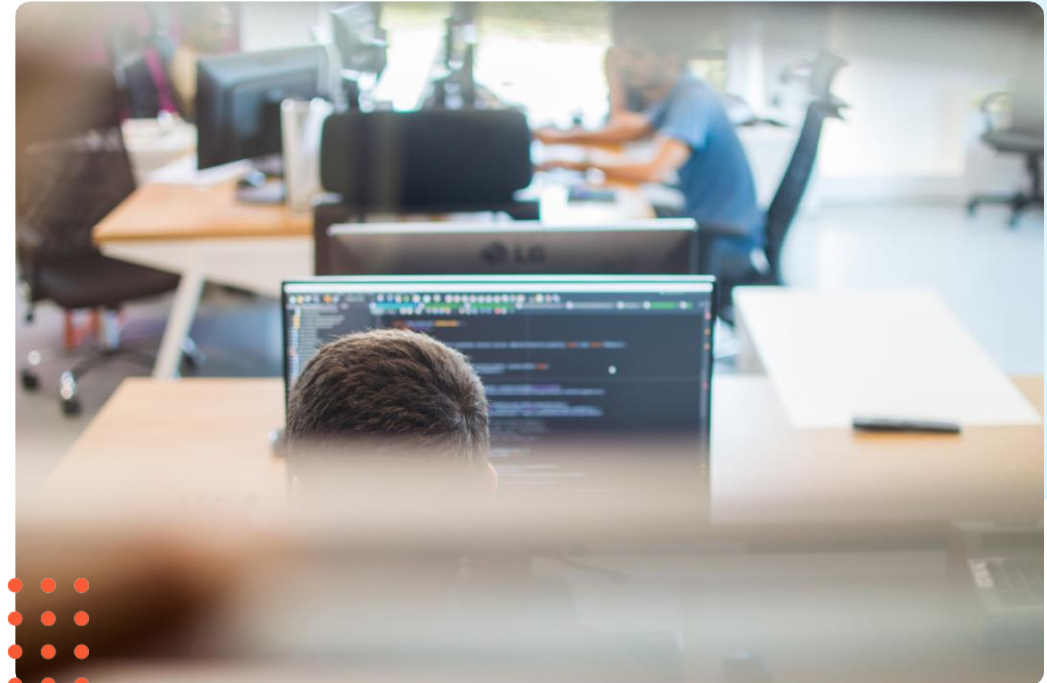
Messaging channels for businesses



Who we are

Apifon is a technology company that develops business messaging services

Through Apifon platform businesses can grow their audience, create multichannel messaging campaigns, measure their performance and enable marketing automations to increase revenues and improve customer experience.



Our team



Athens



Thessaloniki



Madrid



5



2014

60



2021



Our Story



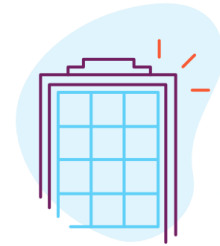
2014

Apifon is born



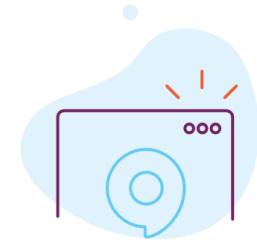
2014

Time to grow



2015

**From new HQ
with love**



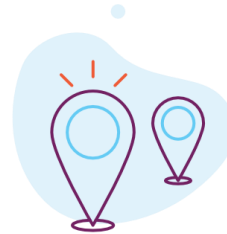
2016

Up & Running!



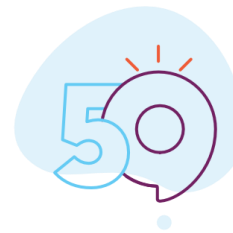
2017

**Dream bigger,
go bigger**



2018

Holá Apifon!



2019

**To infinity
and beyond!**



2020

**Leading
the market!**

2021

#livethefuture

Trusted by

Energy



Insurance



Retail



Multistores



Banks



Courier



Partnerships & distinctions

Partnerships



Distinctions



Success stories

AB Vasilopoulos

Apifon platform as a digital communication hub

Apifon's platform is connected with AB's systems to sync both its customer database and its offers content.

AB consistently executes campaigns across multiple channels to its active customers, providing personalized content such as offers, recipes, promotional campaigns etc..

What AB gain from our partnership:

- A real one-to-one relationship with more than 2,5 million customers
- Personalized offers' content to loyal customers through automated email newsletter campaigns with failover to Viber



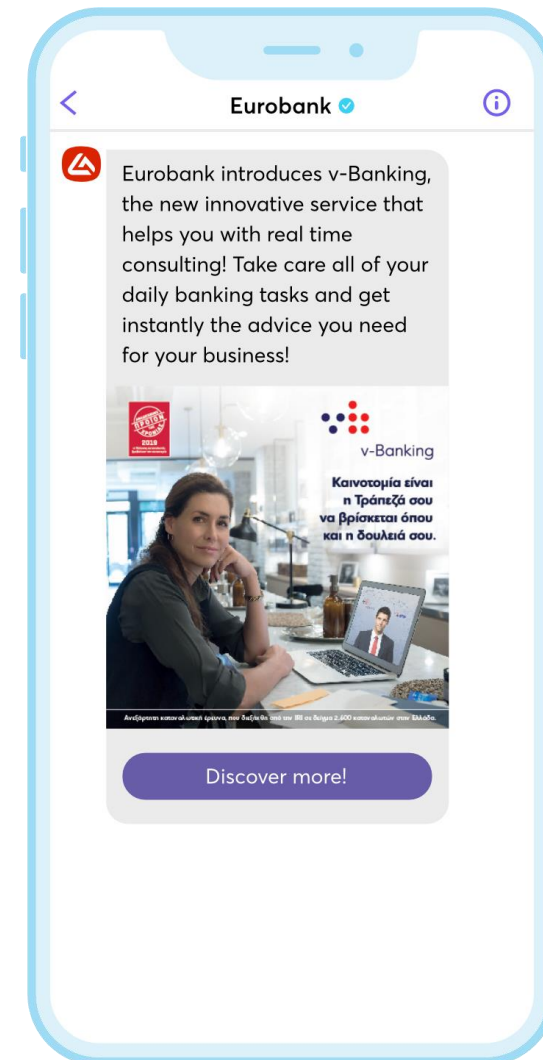


Eurobank Viber Messaging Campaigns

More than 3M messages annually including:

- Personalization
- Rich content
- Interaction features
- Time sensitive transactional data
- Unique offers

Seamless Integration with IBM Watson Platform allowing GDPR compliant Marketing Campaigns



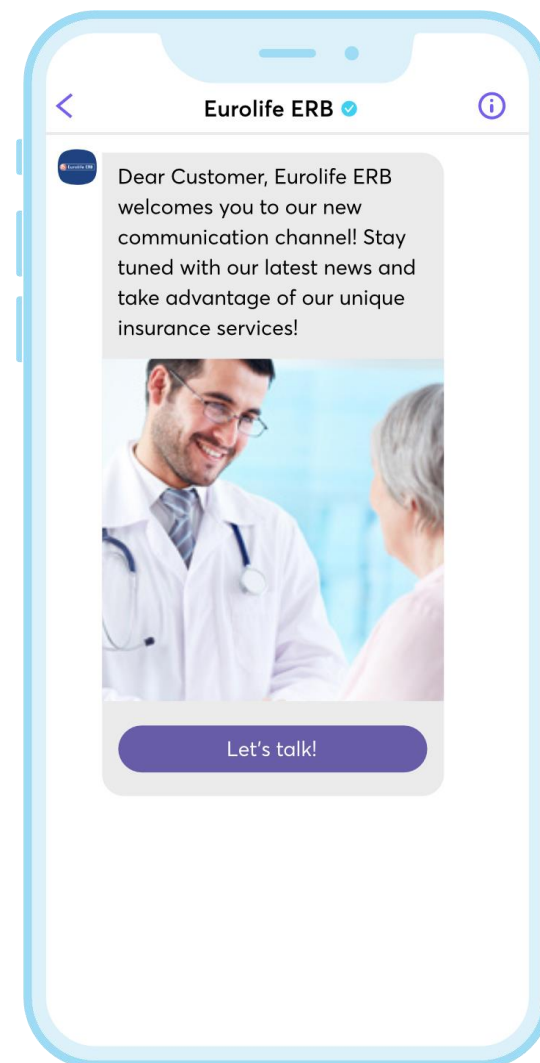


Eurolife Viber Messaging Campaigns

More than 2M messages annually including:

- Notifications
- Time sensitive transactional data
- Customer satisfaction/ behavioral surveys
- Payment codes for automated payments
- Smart links for contract renewals

Seamless Integration with Salesforce CRM Platform for Customer Engagement & Personalized Marketing Campaigns

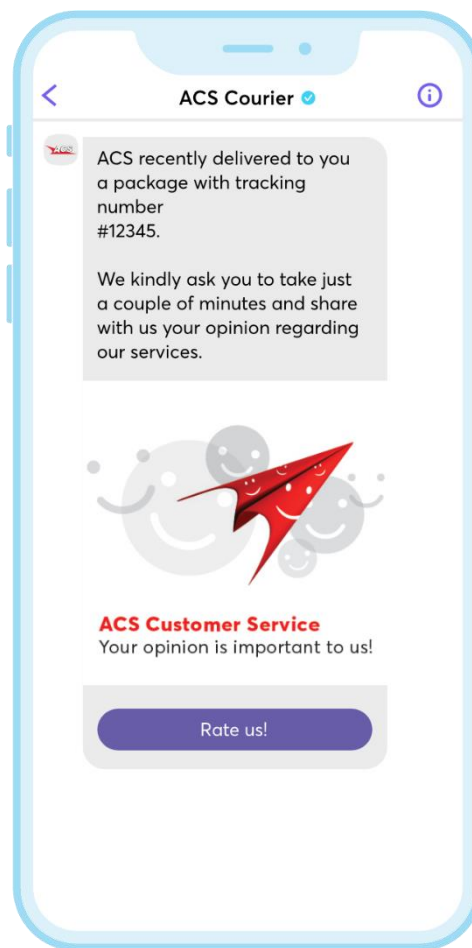
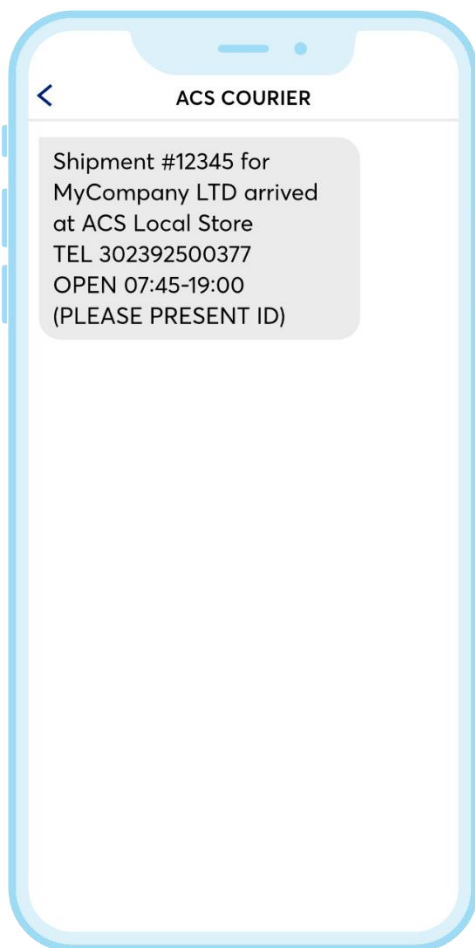
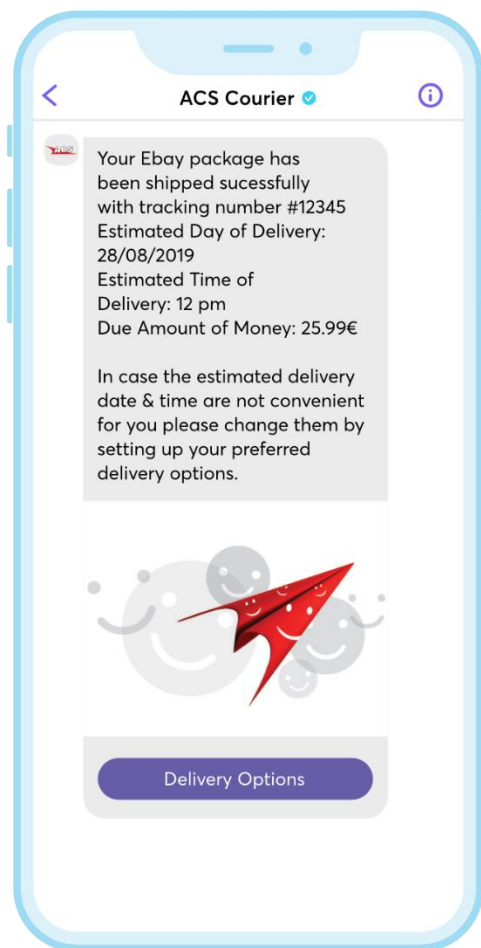




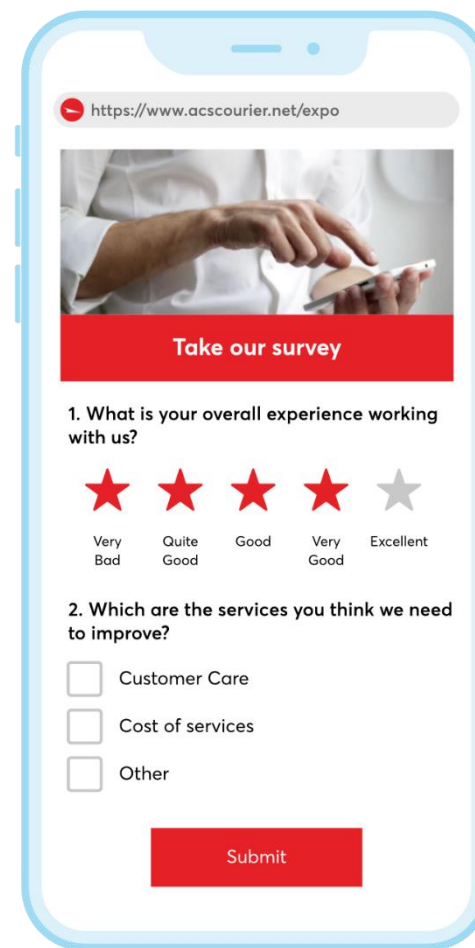
ACS Courier

Multichannel Messaging & Failover (Viber-to-SMS) Services

Customer Notification

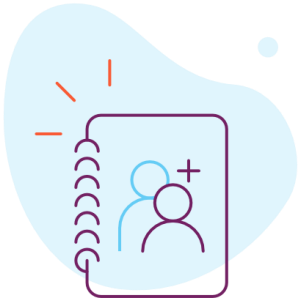


Mobile Customer Satisfaction Surveys



The Apifon experience

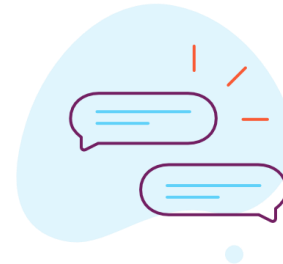
What you can do with Apifon



Build your audience



Manage your data



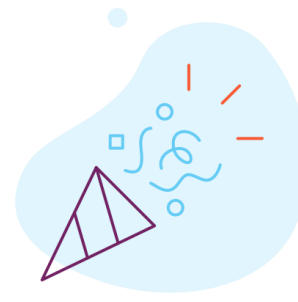
Increase your sales



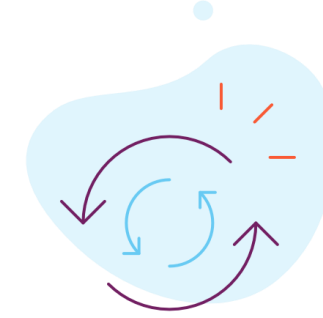
Boost your brand



Automate your actions

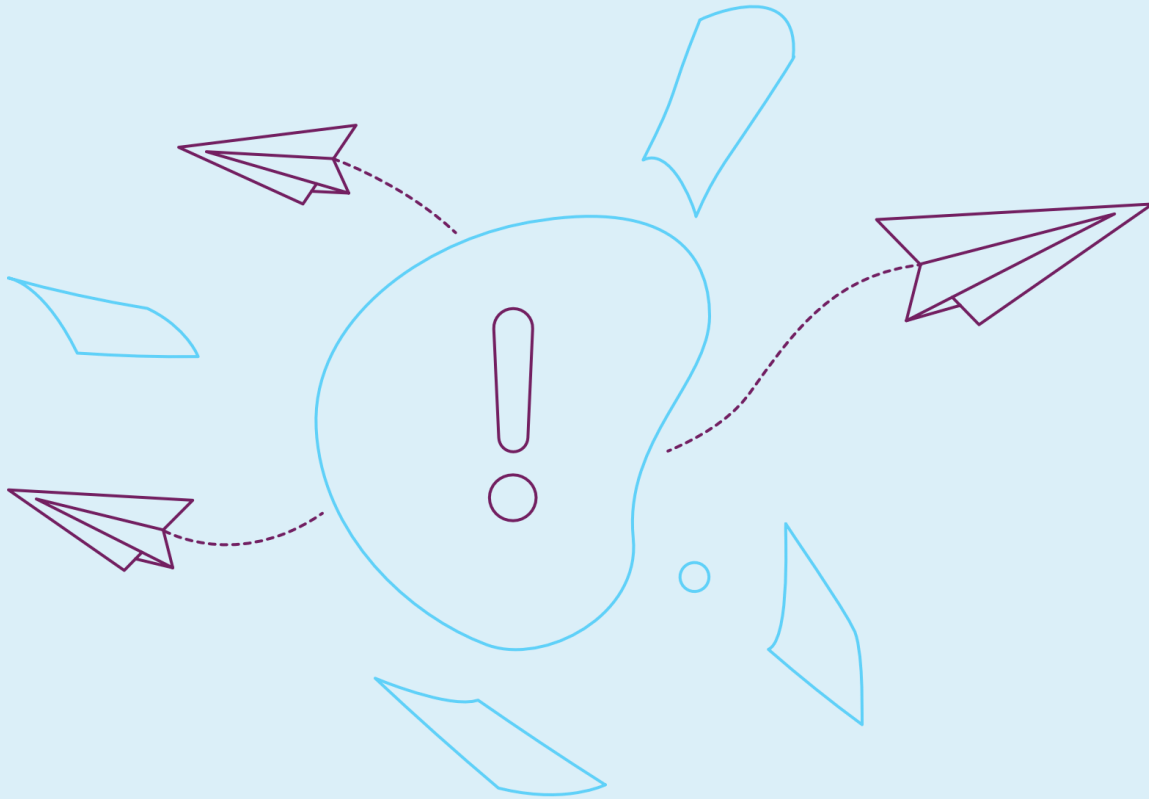


Perform Better

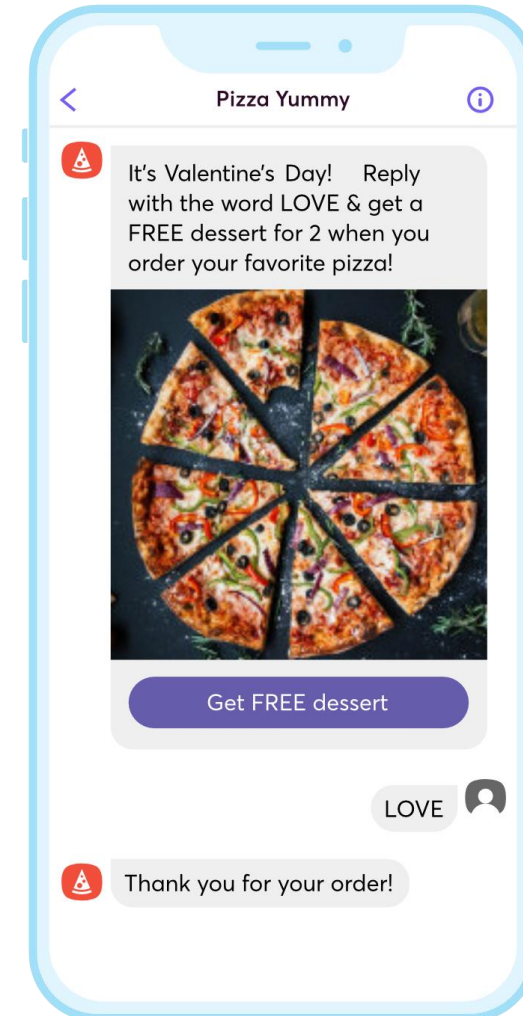


Connect your system

**From bulk and simple
messaging...**

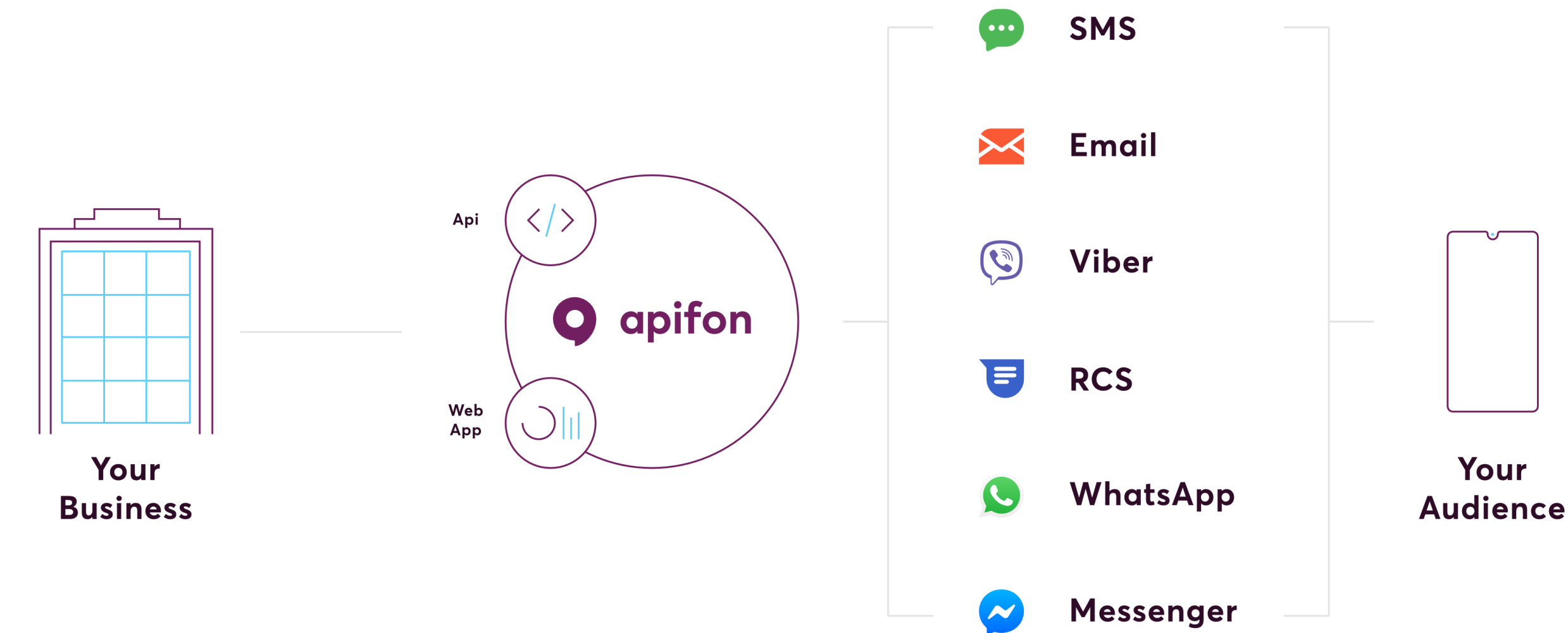


**...to data driven,
interactive messaging**



Built for your business

No matter your business type or level, apifon platform helps you understand your audience's habits and let you reach them through their favorite channel.



Thank you for your attention

for more information, please contact us at

sales@apifon.com

+30 2316 018 500



www.apifon.com