

Effective
Customer identifier
Secure
Micro-payment
Web
Simple
Mobile invoice purchase
Mobile application
Subscription

Mobile Micro-payment & Enablers

Mobile Micro-payment and Enablers Solution

The solution for **invoicing, in 2 clicks**, on operators' mobile invoices, the multimedia services and content of **mobile and fixed Internet sites and applications**.



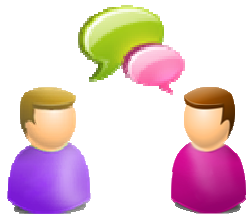
Performance purchase in

2 clics

50 Millions
de clients
potentiels



Invoicing
via a fee (€8) or
subscription (€10)



Enablers to
optimize
customer
relations



Speed of
implementation

A multitude of formats and tariff bands



Fee	0.20									
	0.25	1.25	2.25	3.25	4.25					
	0.50	1.50	2.50	3.50	4.50	5.50	6.5	7.50		
	0.75	1.75	2.75	3.75	4.75					
	0.99	1.99	2.99	3.99	4.99	5.99	6.99	7.99		
	1.00	2.00	3.00	4.00	5.00	6.00	7.00	8.00		



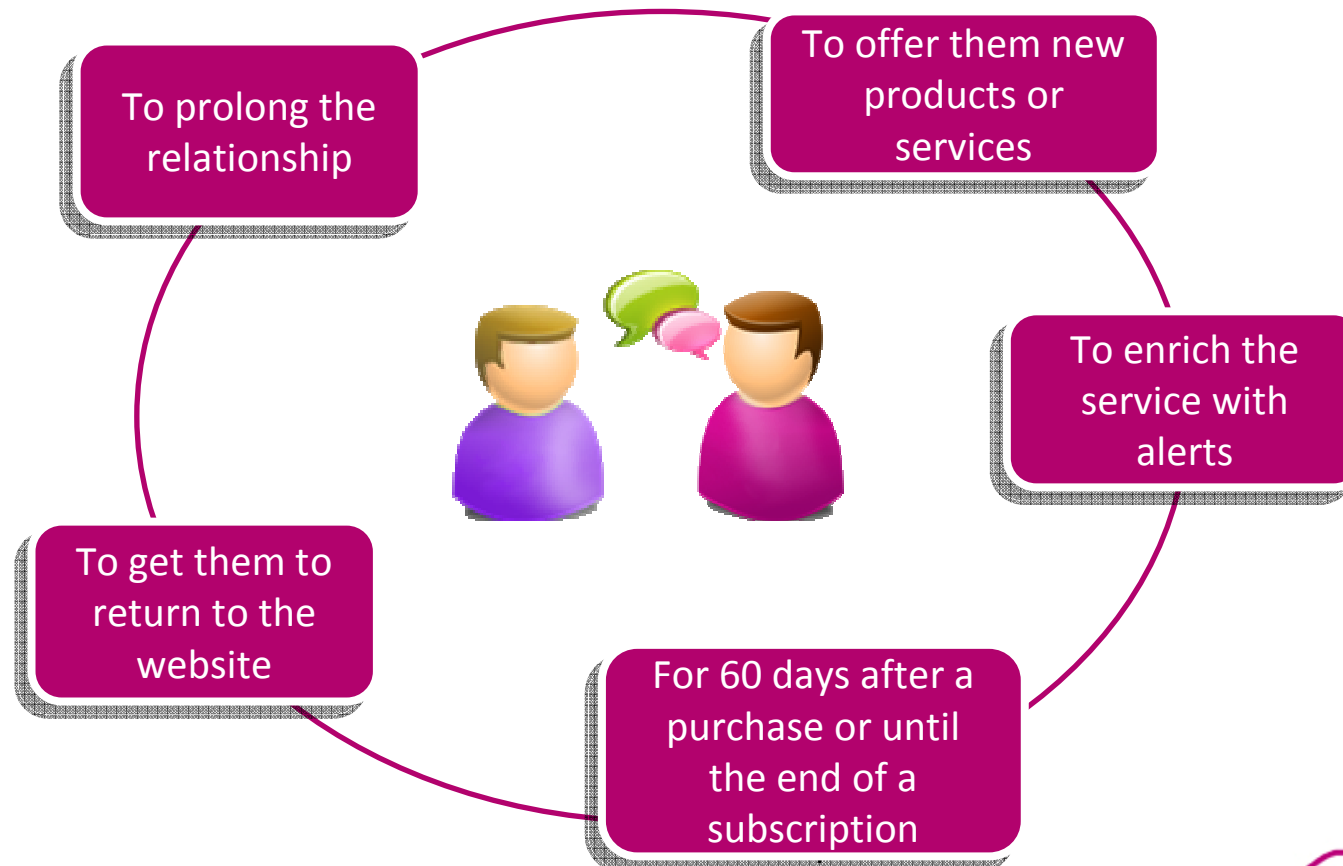
Weekly subscription*	0.20									
	0.25	1.25	2.25	3.25						
	0.50	1.50	2.50	3.50						
	0.75	1.75	2.75	3.75						
	0.99	1.99	2.99	3.99						
	1.00	2.00	3.00	4.00						

Monthly subscription	0.20									
	0.25	1.25	2.25	3.25	4.25					
	0.50	1.50	2.50	3.50	4.50	5.50	6.5	7.50	8.50	9.50
	0.75	1.75	2.75	3.75	4.75					
	0.99	1.99	2.99	3.99	4.99	5.99	6.99	7.99	8.99	9.99
	1.00	2.00	3.00	4.00	5.00	6.00	7.00	8.00	9.00	10.00

* The weekly subscription option is not available with Bouygues Telecom.

The customer relationship is enriched by SMS follow-up

- After each purchase, the Publisher has the option of following up with the customer via SMS

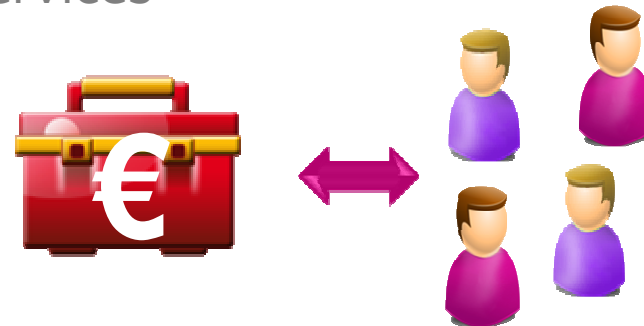


Making ease-of-use a priority!

- ▶ **Single contract**, whatever the number of services



- ▶ **Sharing a "payment kit"** between n publishers/n services



- ▶ **Operator processes & tools** that facilitate procedures

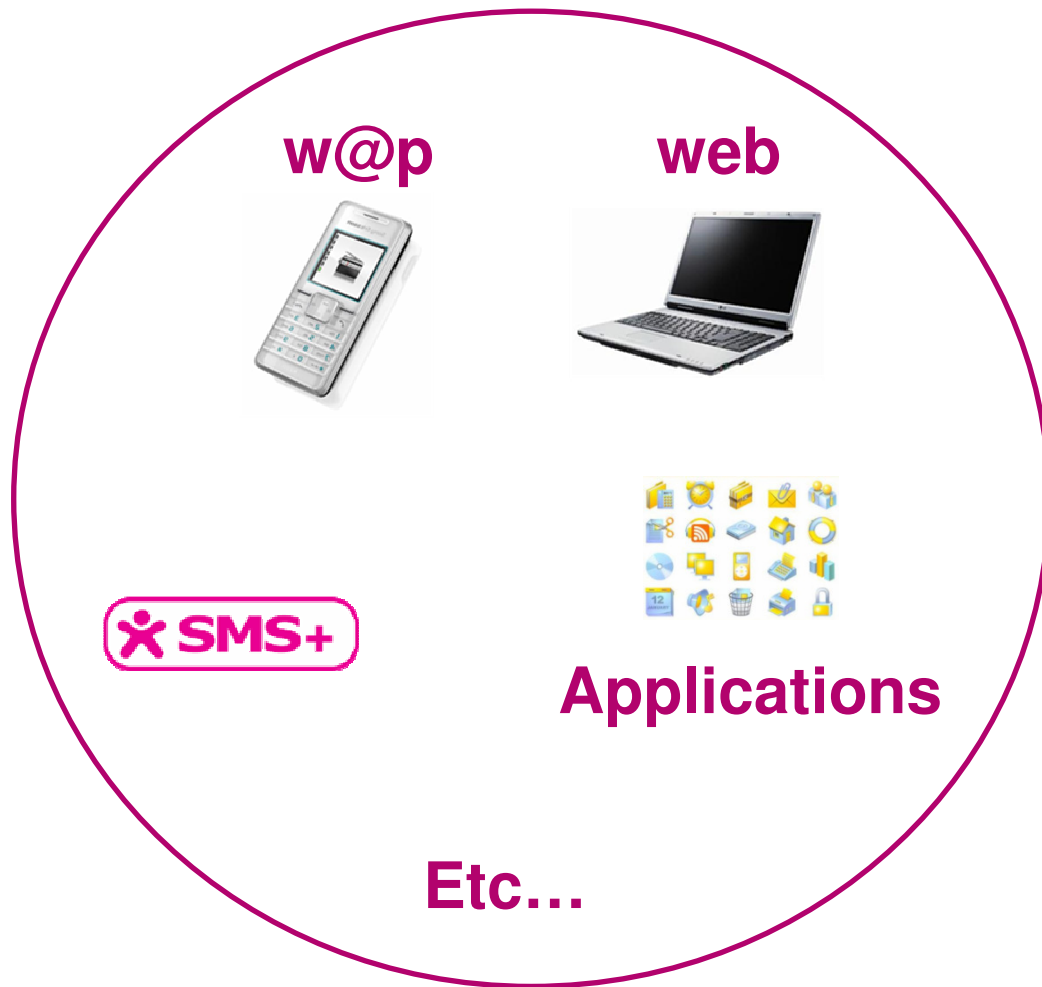


Extranets to announce new services



No tests for each new service

A solution that adapts itself to different customer paths



A solution that fits easily into the service and not a service that adapts itself to the solution

- ▶ No specific publishing constraints



- ▶ Freedom of url



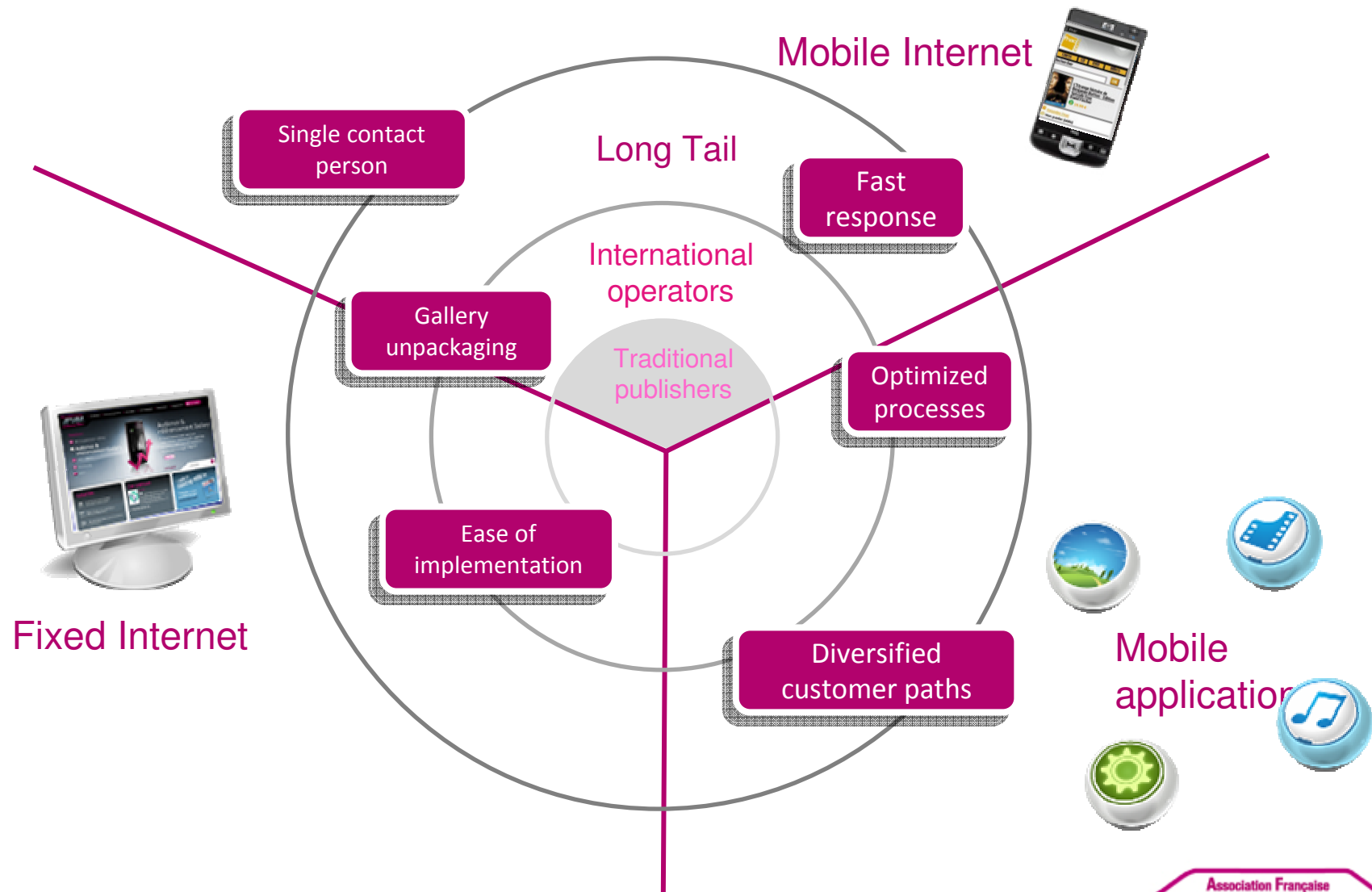
- ▶ No subscriber base constraints to be addressed



- ▶ Freedom of tariffs, whatever the type of service



New markets and operators to be considered



For any questions:

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