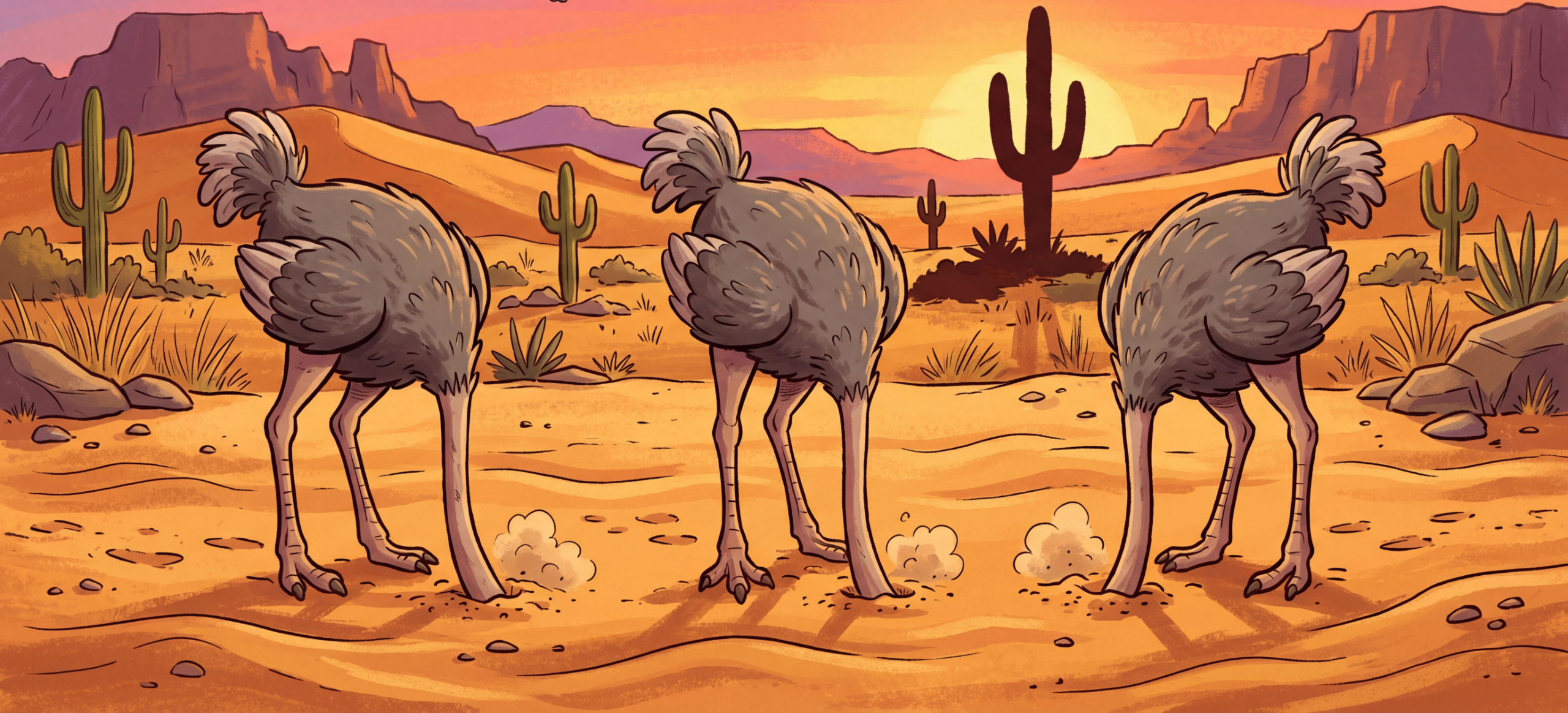




International calling as a disruptor
Peter Pattullo – CEO

Mobile Industry's Perception of International Calling



State of MNO/MVNO Industry

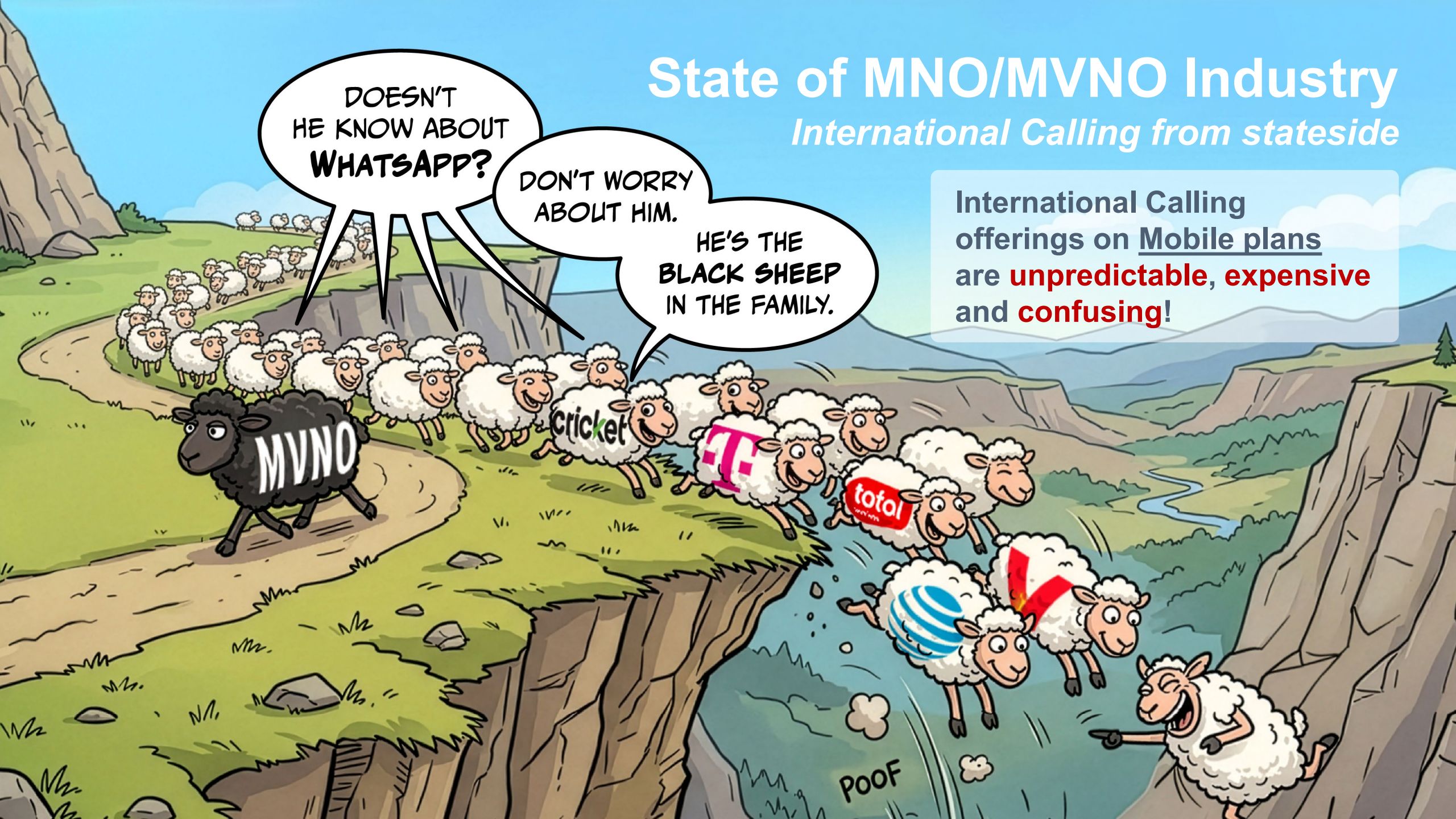
International Calling from stateside

International Calling offerings on Mobile plans are **unpredictable**, **expensive** and **confusing**!

DOESN'T
HE KNOW ABOUT
WHATSAPP?

DON'T WORRY
ABOUT HIM.

HE'S THE
BLACK SHEEP
IN THE FAMILY.



WhatsApp Isn't a
Partner to MVNOs

**PROVE ME
WRONG.**

- Not the best option for international calling for your subscribers
- Not a revenue driver or growth support



International Calling Market: Dynamics

Comparison Chart				
Value to Consumers	NetworkIP's "Global Calling" offering	Calling APPs (i.e. WhatsApp, Signal, WeChat, etc..)	AT&T, T-MOBILE, Verizon offering	Other Mobile Service providers
Affordability - included at NO additional cost	✓	✓	✗	Limited
Convenience - calling from/to any phone	✓	✗	✓	✓
Global Connectivity - connecting people worldwide	✓	Limited	✓	Limited
Easy as calling stateside	✓	✗	✓	✓
Easy to understand offering	✓	✓	✗	✗
Call Anyone, Anywhere with No Worries!	✓	✗	✗	✗

Messaging



"Making international calls is as easy as making a call from New York to Los Angeles."

"We've taken the worry and hassle out of calling worldwide. Even better, it comes with your Plan"

"No hoops to jump through, no apps to download, no credits to earn, no contracts or activation fees. Just dial the number and start calling your world!"

"Wouldn't it be great to just pick up your phone to call that little B&B in Paris for your next vacay? Or wish your friend in Mexico a "Feliz Cumpleanos" without confusing costs? With Boost Mobile, you just call."



Opportunity

- Targets the Foreign-born with Casual needs
(20%-25% of US population)
- Consumers have become **tainted** and **dismissive** to International Calling offerings from Mobile Operators
- Need to overcome the overall perception of Unpredictable, Expensive and Confusing
- **Beware of confusion:**
“International Roaming” vs.
“Calling from Stateside”



Opportunity

PROPOSED Shopping Interaction

Here is an example of how
a MVNO can leverage their
market leading International
Calling offering as a
DIFFERENTIATOR!

Consumer walks into a store and looks around, until Store Agent is available.

Consumer: *"Looking into options to change my service provider for my wife's Iphone 14 from Verizon"*

Store Agent: *"We have sale on our \$25 plan for \$10 (first 3 months), also \$50 and \$60 plans...Also, **Does she have a need to call friends or family internationally?**"*

Consumer: *"Why yes she has family in the UK she calls, what calling options do you have?"*

Store Agent: *"We have a great international calling offering to keep family and friends connect anywhere in the world!, its included in our \$50 and \$60 plans and can even add it to the \$10 plan."*

Consumer: *"Oh, she has friends in Mexico, is it included?"*

Store Agent: *"Yes, Do you have any other questions?"*

Consumer: *"Nope, let's get her service changed to you"*

Competition



Enjoy unlimited calling to 180 countries

Stay in touch with loved ones even if they're far away. 5G or Total 5G+ plan. ⓘ

Includes land lines in countries with no traffic and BLOCKS calls to over 90



Worldwide Calling

Unlimited calling to up to 200+ countries.**

Unlimited Overstated by 100+

Includes "Generous minutes to rest of world"

Unlimited calling to

100+ COUNTRIES

Cricket's International Calling features keep you connected with friends and family in 200+ countries & territories.

Country	Messaging	Calling Minutes	Monthly Price
Afghanistan	Unlimited	50 mins	\$10/mo
Aland Islands	Unlimited	200 mins	\$10/mo
Albania	Unlimited	15 mins	\$10/mo
Algeria	Unlimited	15 mins	\$10/mo
Andorra	Unlimited	50 mins	\$10/mo
Angola	Unlimited	50 mins	\$10/mo
Anguilla	Unlimited	50 mins	\$10/mo
Antigua and Barbuda	Unlimited	50 mins	\$10/mo
Argentina	Unlimited	Unlimited	\$15/mo
Armenia	Unlimited	50 mins	\$10/mo
Aruba	Unlimited	50 mins	\$10/mo
Australia	Unlimited	Unlimited	\$15/mo

Subscribers must add-on \$10 to \$15 for every country they call

	Network	Mobile		Required plans for unlimited calling	Worldwide calling credit (Pay per use rate)
		Landline			
Afghanistan	Verizon	📶			
	Other	📶			
Albania	Verizon	📶		\$30, \$40, \$50, \$60	\$0.14
	Other	📶		\$30, \$40, \$50, \$60	\$0.34
Algeria	Verizon	📶		-	\$1.13
	Other	📶		-	\$0.17
Andorra	Verizon	📶		\$25, \$30, \$40, \$50, \$60	Unlimited
	Other	📶		\$25, \$30, \$40, \$50, \$60	Unlimited

Confusing! Different offerings depending on MNO subscribed to

Unlimited Calling to 90+ International Destinations*

Global Text to 200+ Destinations

Ultra	✓	
Cricket Wireless	×	
StraightTalk	×	
Tracfone	×	
Boost Mobile	×	×
h2o Wireless	×	×

NetworkIP solution is more competitive!

International Calling
(from Stateside)

IS NOT MELTING ICE.

It's a MVNO Differentiator
Beneath the Surface.

MVNO Growth Driver

- 25% of consumers have a need
- Simple, predictable and inexpensive solution for the masses
- Call anyone, anywhere

Turn-Key Managed Service

- Integrated with MVNEs/MVNAs
- Direct Dial on All 3 US MNO's
- No App required

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