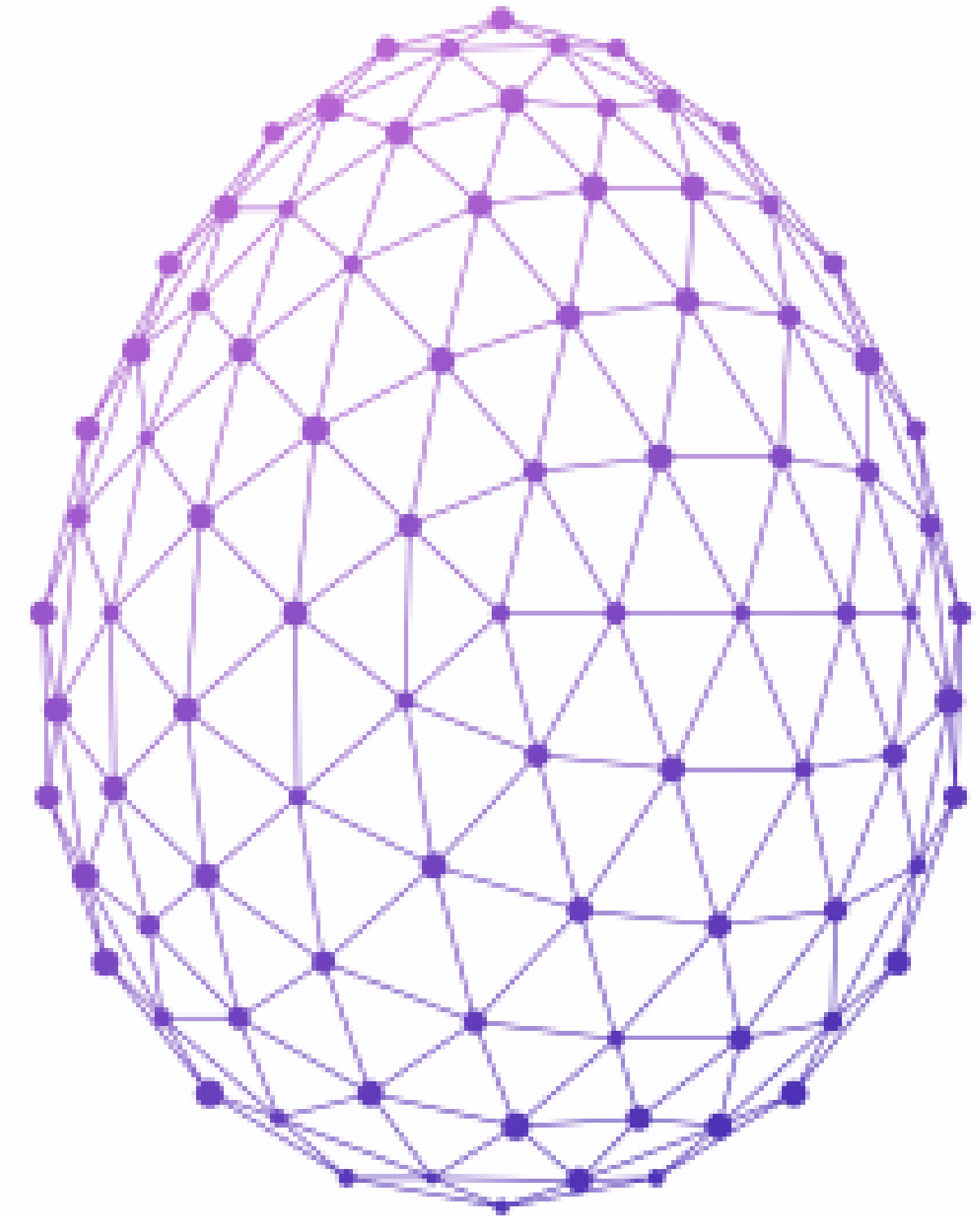
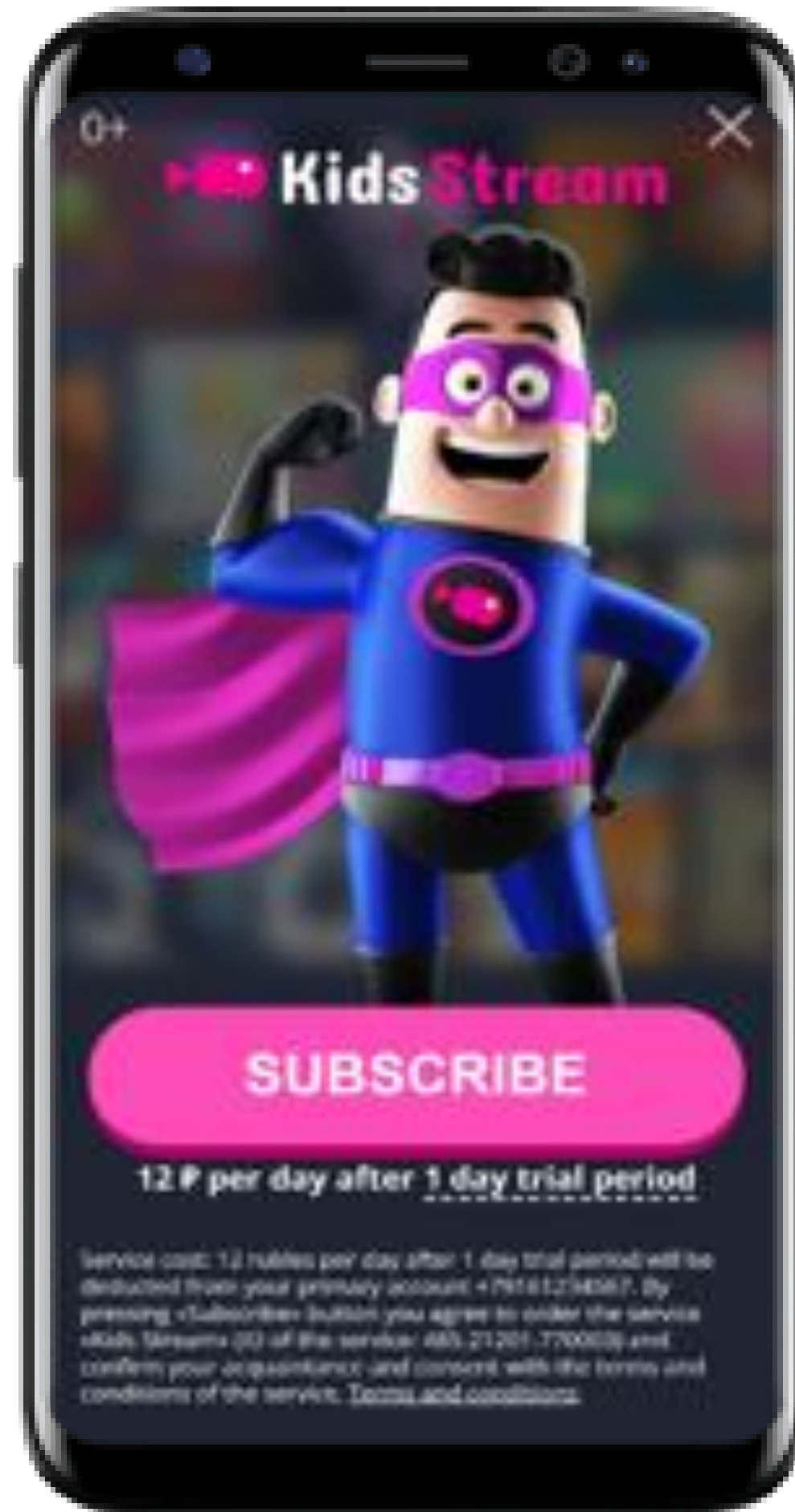




VAS Management Platform. Solution from TELCO to TELCO



Powered by  **MTC**



mVAS services can generate
up to 5%
of total Mobile Carrier's revenue

1 Click

The fastest payment tool

×4

Times 1Click payment conversion rate is higher than the standard flow credit card payment

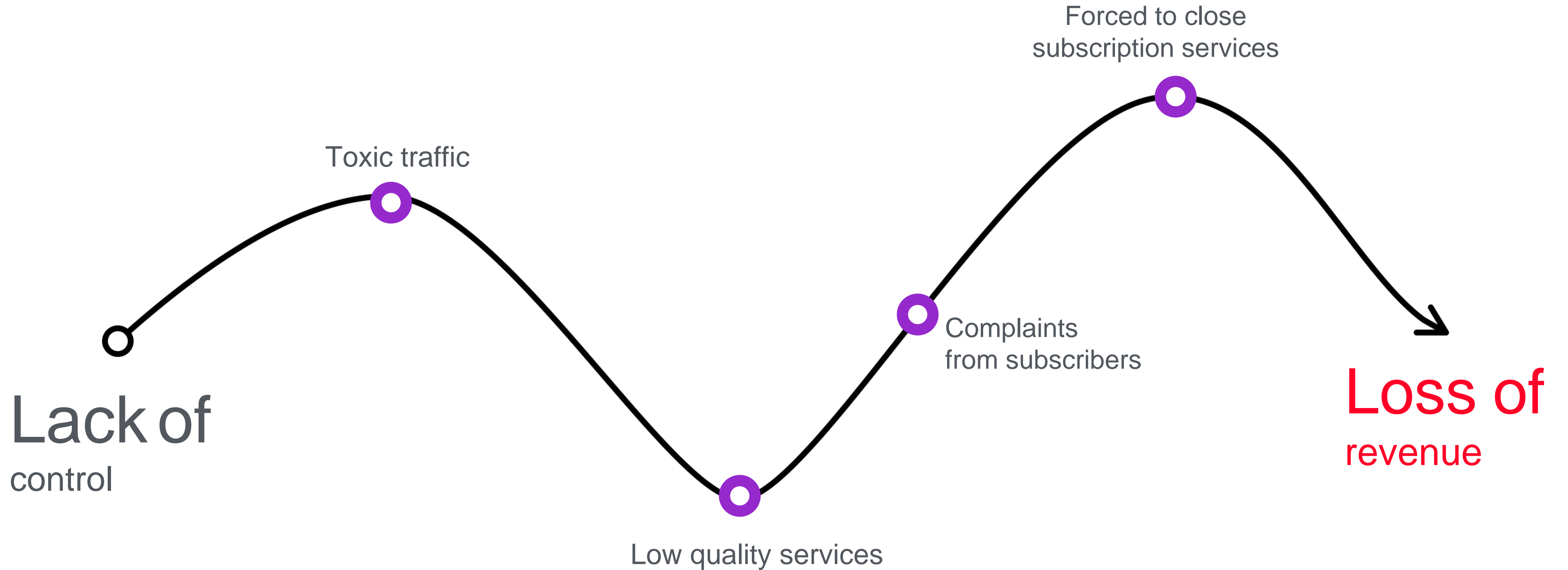
+260%

Expected digital content revenue growth in Mobile services for next 5 years

50%

Share of traffic flows from Mobile devices

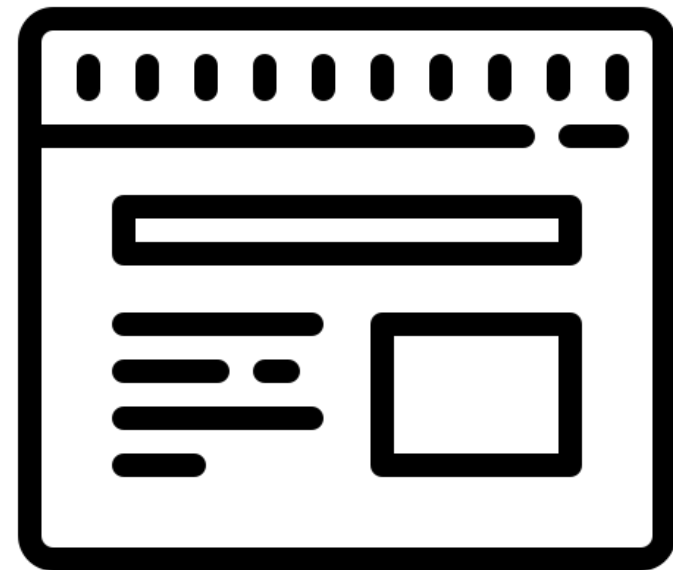
Lack of ability to control quality and traffic forces Mobile Carriers to close mVAS services



Russian leading Mobile Carrier (MTS) has launched the Platform that can change the situation

The Platform allows you to find the optimal balance between revenue and acquisition quality





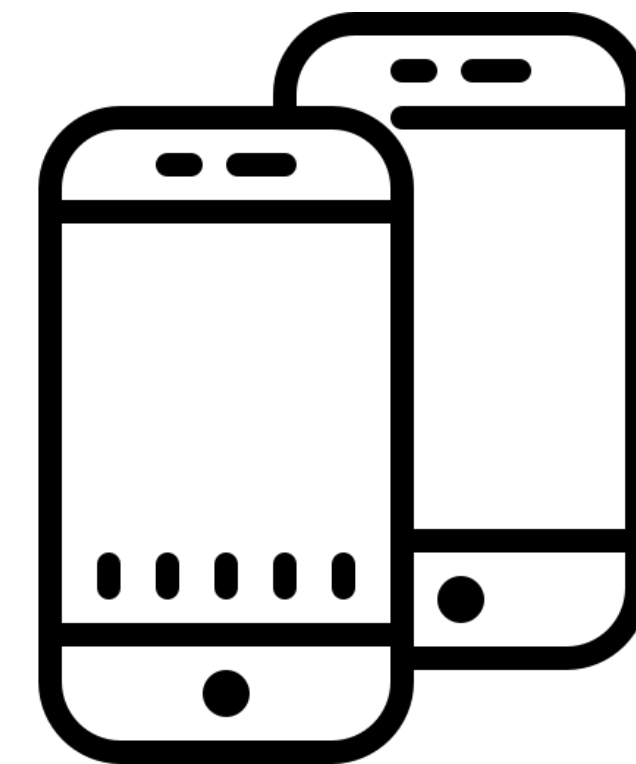
Content Provider

...to attract high quality traffic to its services



Traffic Provider

...to earn more money from higher quality services

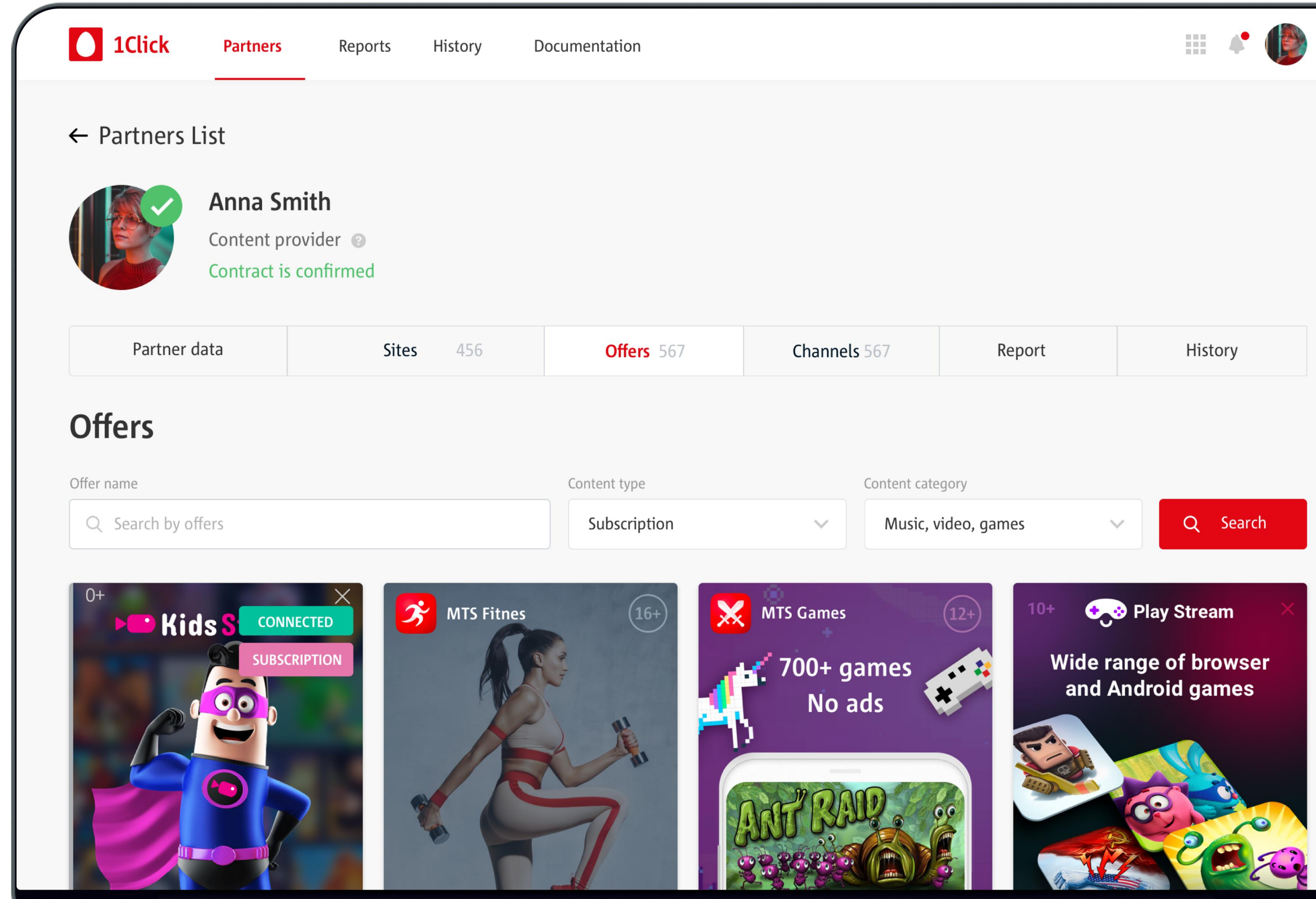


Mobile Carrier

...to increase VAS revenue with total process control

Content Provider can manage its tasks through the «Administration Dashboard»

- ✓ LP management
- ✓ Cost definition
- ✓ Timing
- ✓ KPI setting



The screenshot displays the 1Click Administration Dashboard. At the top, there is a navigation bar with the 1Click logo and menu items: Partners (active), Reports, History, and Documentation. A user profile icon is visible in the top right corner. Below the navigation bar, the page title is "Partners List". A profile card for "Anna Smith" is shown, identifying her as a "Content provider" with a "Contract is confirmed" status. Below the profile card is a summary table:

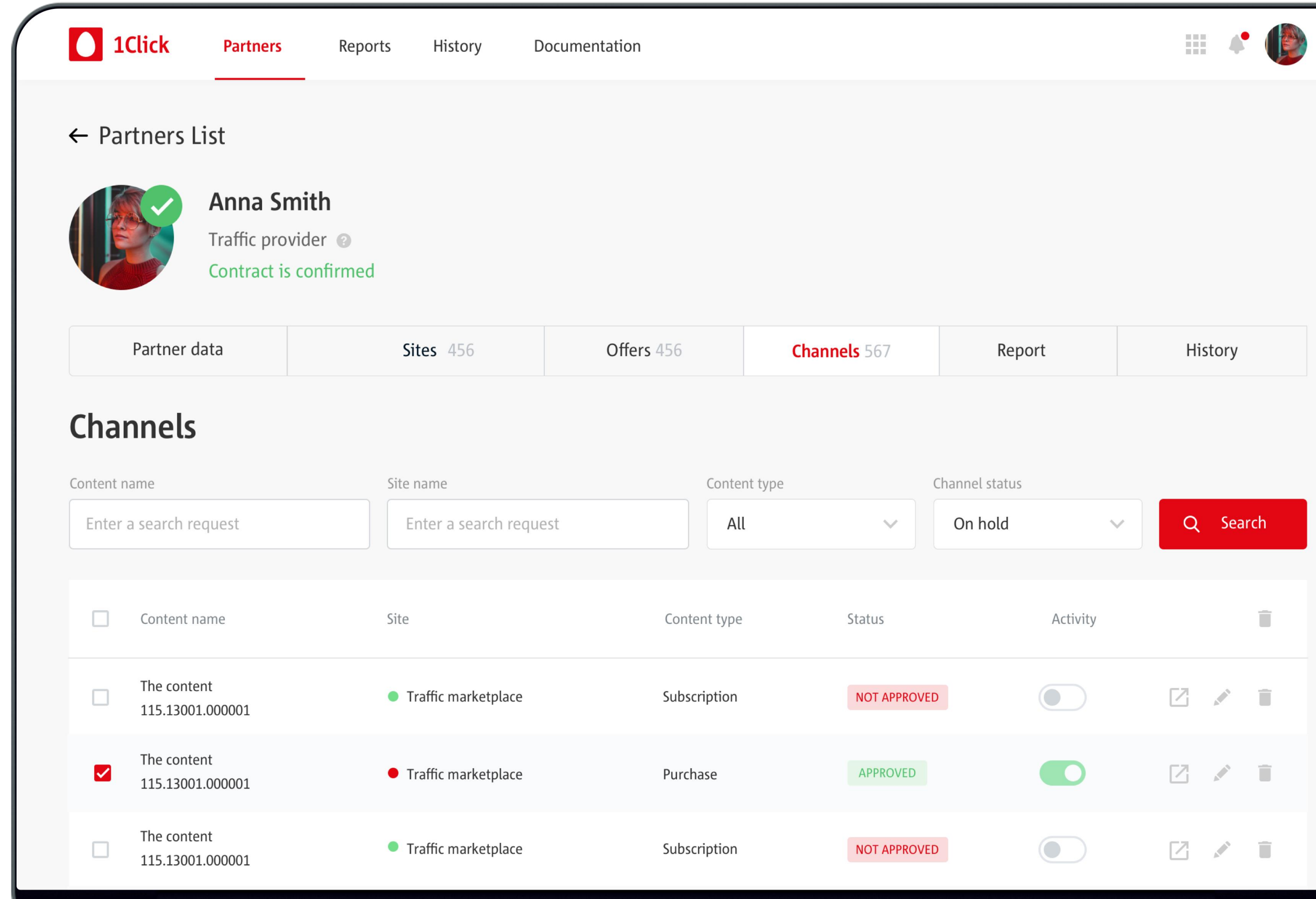
Partner data	Sites 456	Offers 567	Channels 567	Report	History
--------------	-----------	-------------------	--------------	--------	---------

Under the "Offers" section, there are search filters for "Offer name" (with a search input "Search by offers"), "Content type" (set to "Subscription"), and "Content category" (set to "Music, video, games"). A red "Search" button is located to the right of these filters. Below the filters, four offer cards are displayed:

- Kids S** (0+): CONNECTED SUBSCRIPTION. Features a cartoon superhero character.
- MTS Fitnes** (16+): Features a woman in athletic wear.
- MTS Games** (12+): 700+ games, No ads. Features a game titled "ANT RAID".
- Play Stream** (10+): Wide range of browser and Android games. Features various game characters.

Traffic Provider can manage its tasks through the «Administration Dashboard»

- ✓ Offer selection
- ✓ Creation of the channels
- ✓ Advertising materials management
- ✓ Traffic launch



The screenshot displays the 1Click Administration Dashboard. The top navigation bar includes the 1Click logo, a 'Partners' tab (which is active), and other tabs for 'Reports', 'History', and 'Documentation'. A user profile icon is visible in the top right corner.

The main content area is titled 'Partners List' and features a profile card for 'Anna Smith', a traffic provider with a confirmed contract. Below the profile card is a summary bar with the following data:

Partner data	Sites 456	Offers 456	Channels 567	Report	History
--------------	-----------	------------	---------------------	--------	---------

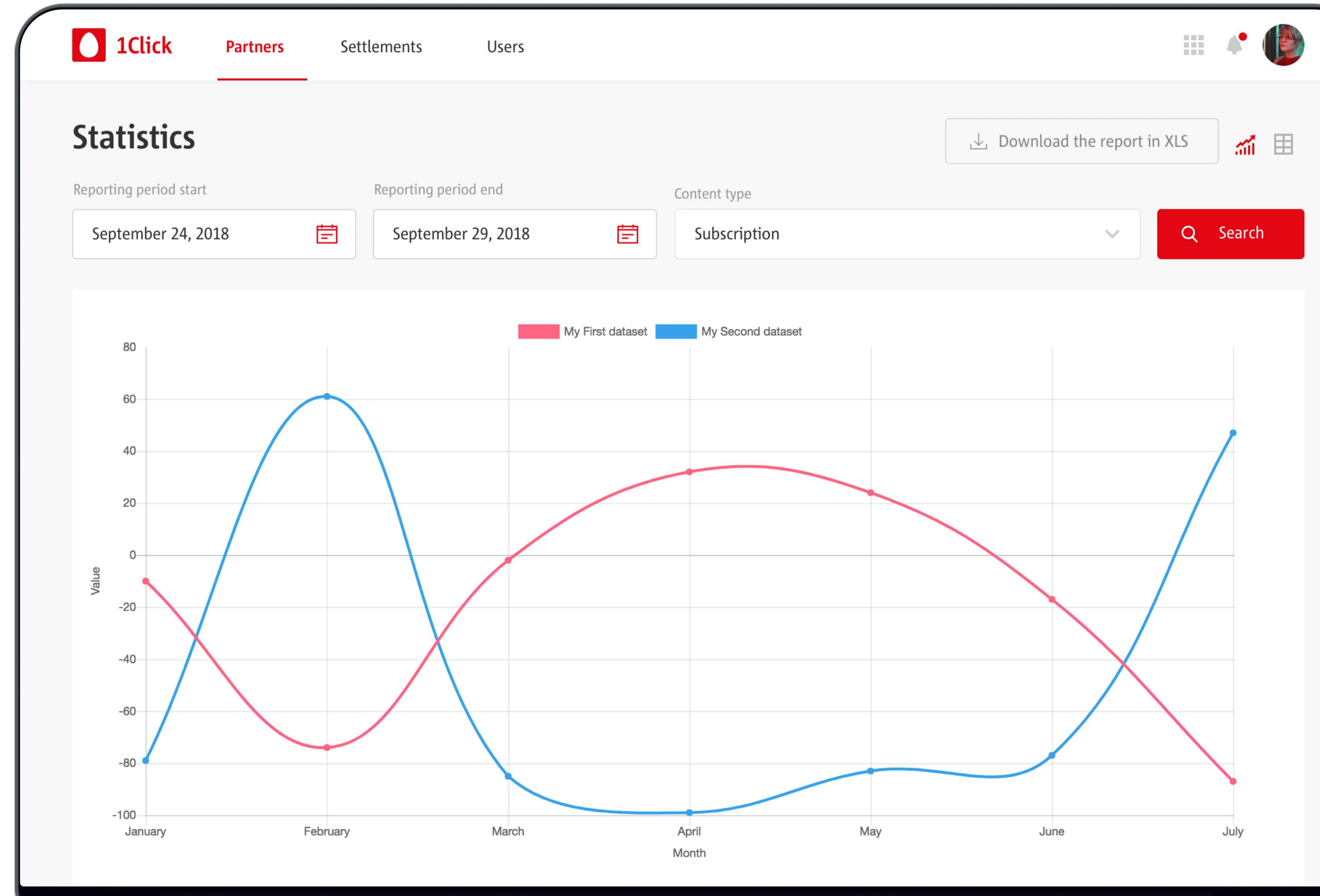
The 'Channels' section below includes search filters for 'Content name', 'Site name', 'Content type' (set to 'All'), and 'Channel status' (set to 'On hold'). A red 'Search' button is located to the right of these filters.

The channels are listed in a table with the following columns: Content name, Site, Content type, Status, and Activity. The table contains three entries:

Content name	Site	Content type	Status	Activity
<input type="checkbox"/> The content 115.13001.000001	● Traffic marketplace	Subscription	NOT APPROVED	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input checked="" type="checkbox"/> The content 115.13001.000001	● Traffic marketplace	Purchase	APPROVED	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/> The content 115.13001.000001	● Traffic marketplace	Subscription	NOT APPROVED	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Operation Manager can manage its tasks through the «Administration Dashboard»

- ✓ Traffic control
- ✓ Campaign Management





Advanced analytics module allows to control the most important parameters

Content Provider

- Gross revenue
- Revenue by services
- Conversion

Traffic Provider

- Income dynamics
- History and analytics for each service
- History and analytics for each traffic source

Operation Manager

- Traffic quality
- ARPU
- Subscription / unsubscription statistics

1Click Partners Settlements Users

← Partners List

Anna Smith
Traffic provider
Contract is confirmed

Partner data Content 456 Landing 456 **Report** History

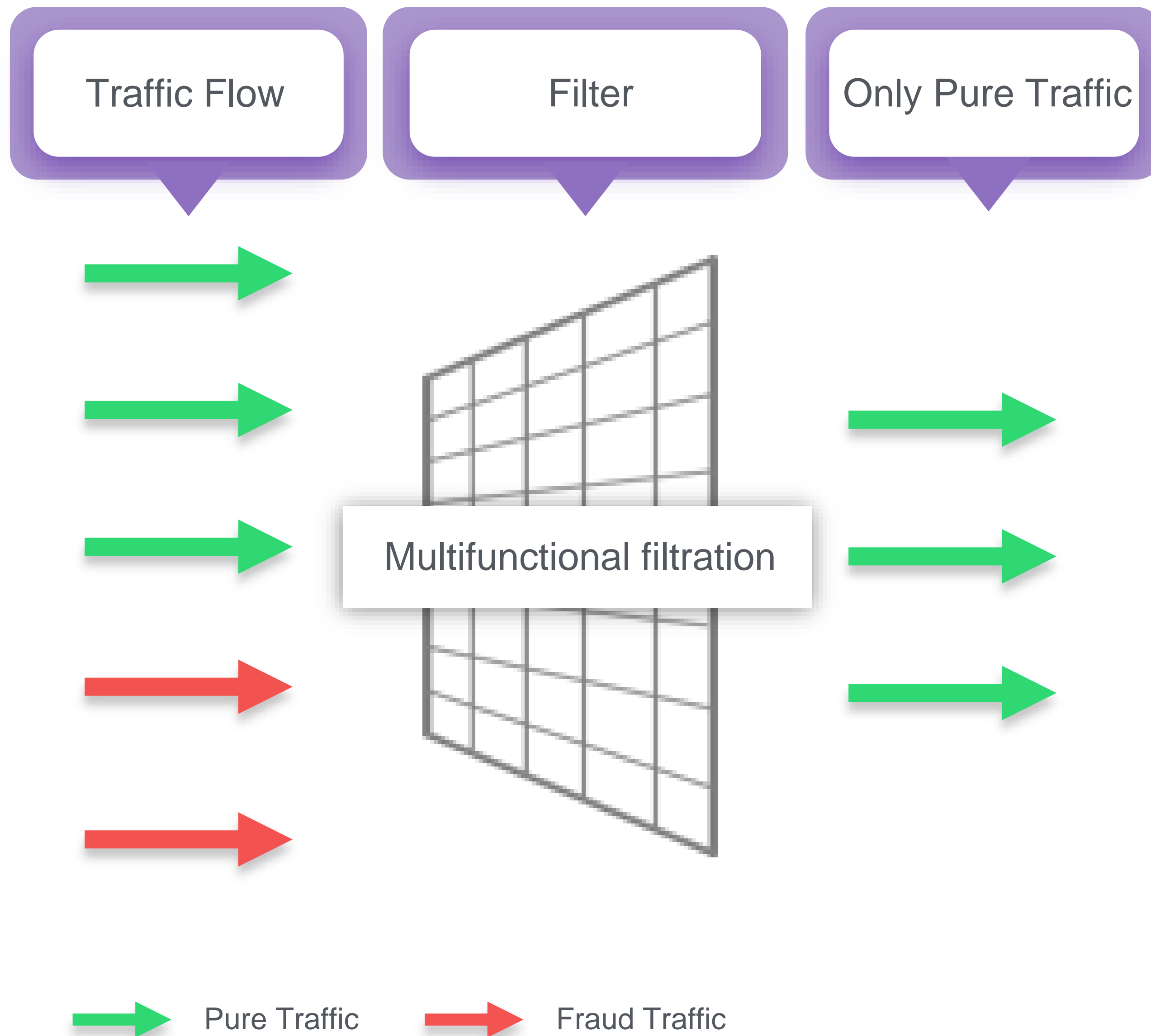
Report [Download the report in XLS](#)

Reporting period start: 24 Sep 2018 Reporting period end: 25 Sep 2018 Group: By sites Group: By offers Content type: Subscription

Partner name: Enter the name Site name: Enter the name Landing name: Enter the name [Clear filter](#) [Create](#)

Groupings	Unique users	Subscriptions	Charges	Unsubscription	Unsubscribe ratio	Complaints	Black list	CAPTCHa	Revenue
Total	1111	22222	44444	44444	44444	1212	1212	1212	80 000 000 P
Playboy	2342	1121	3333	33	33	2	5 000 000	5 000 000	5 000 000

Antifraud System helps to prevent traffic fraud



Traffic filtering functions

- ✓ Detects and filters infected devices
- ✓ Detects on what device & browser the page was viewed
- ✓ Detects traffic sources
- ✓ Detects the application which was used to view LP
- ✓ Additional check for fraud – Smart Button based on Fingerprint technology

Our Antifraud System in real life



* Depends on antifraud settings and traffic quality, according to MTS' statistics

Core module is responsible for general management

Advanced Statistics / Analytics

Core module

Data collection and storage

Traffic processing

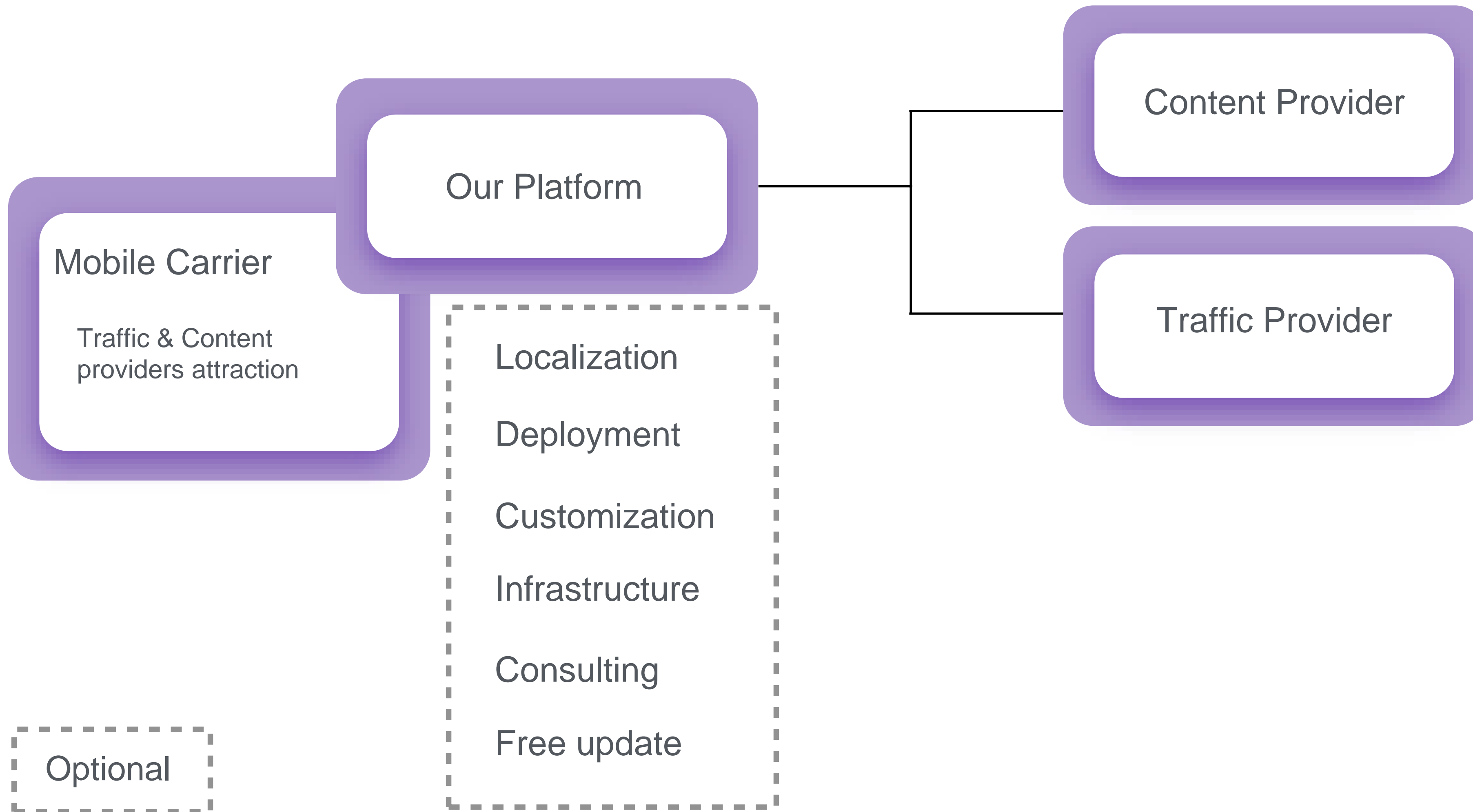
Data processing

Connection to billing

Administration dashboard

Mobile Carrier's billing

Antifraud system



Benefits you will get after the implementation



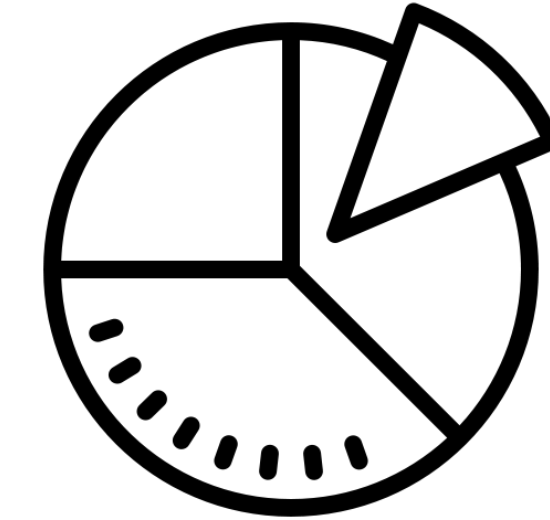
Solution that meets your needs

- ✓ 25 years experience
- ✓ Integration consulting
- ✓ 24/7 support
- ✓ Free update



Quality improvements

- ✓ No fraud traffic
- ✓ Transparency of service provision
- ✓ Customer complaints reduction
- ✓ Customer loyalty Increase



Business Value

- ✓ Revenue growth
- ✓ ARPU growth
- ✓ LTV increase

Services can be implemented in addition or standalone

DSP / SSP Platform

Programmatic advertising software platform

Ability to manage multiple ad exchange and data exchange accounts through single interface

A2P Platform

Bulk SMS messaging Platform

Opportunity to send messages to subscribers of all carriers connected with a wide range of communication channels and tools

Marketing communication tool

Ready to use B2B self service marketing platform

Unique opportunity to communicate with the audience based on Carrier`s BIG DATA targeting

Clouds

Cloud infrastructure from MTS

Ready-to-use cloud infrastructure to implement any our solution

Customized software development


VAS-systems development according to your needs

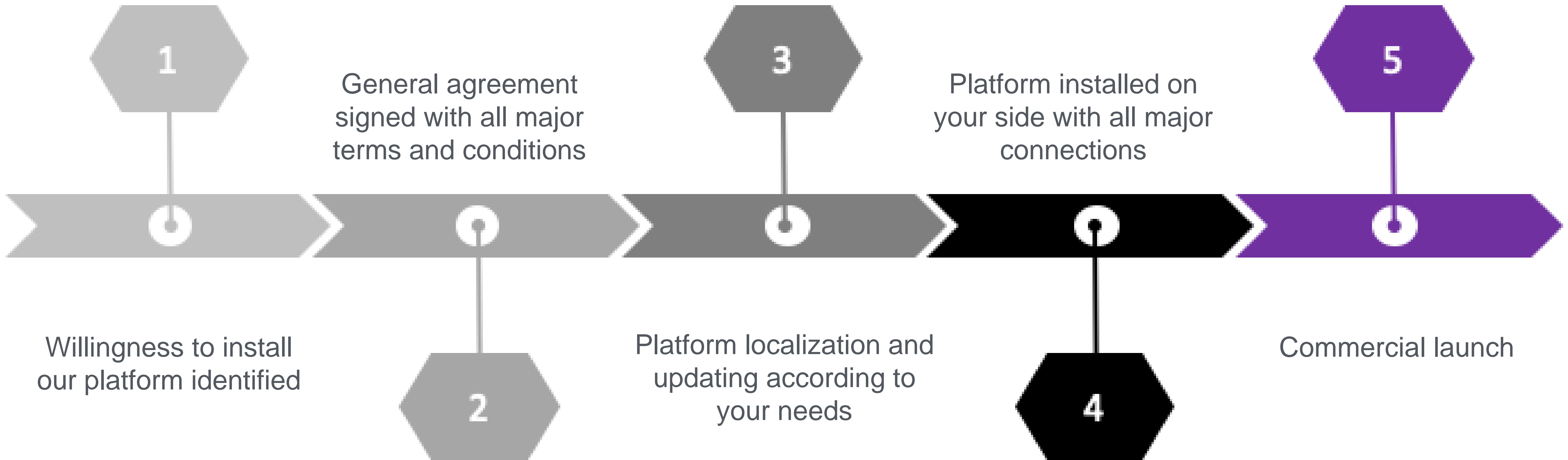
Localization or customized software development to improve user`s loyalty and Mobile Carrier`s gross revenue

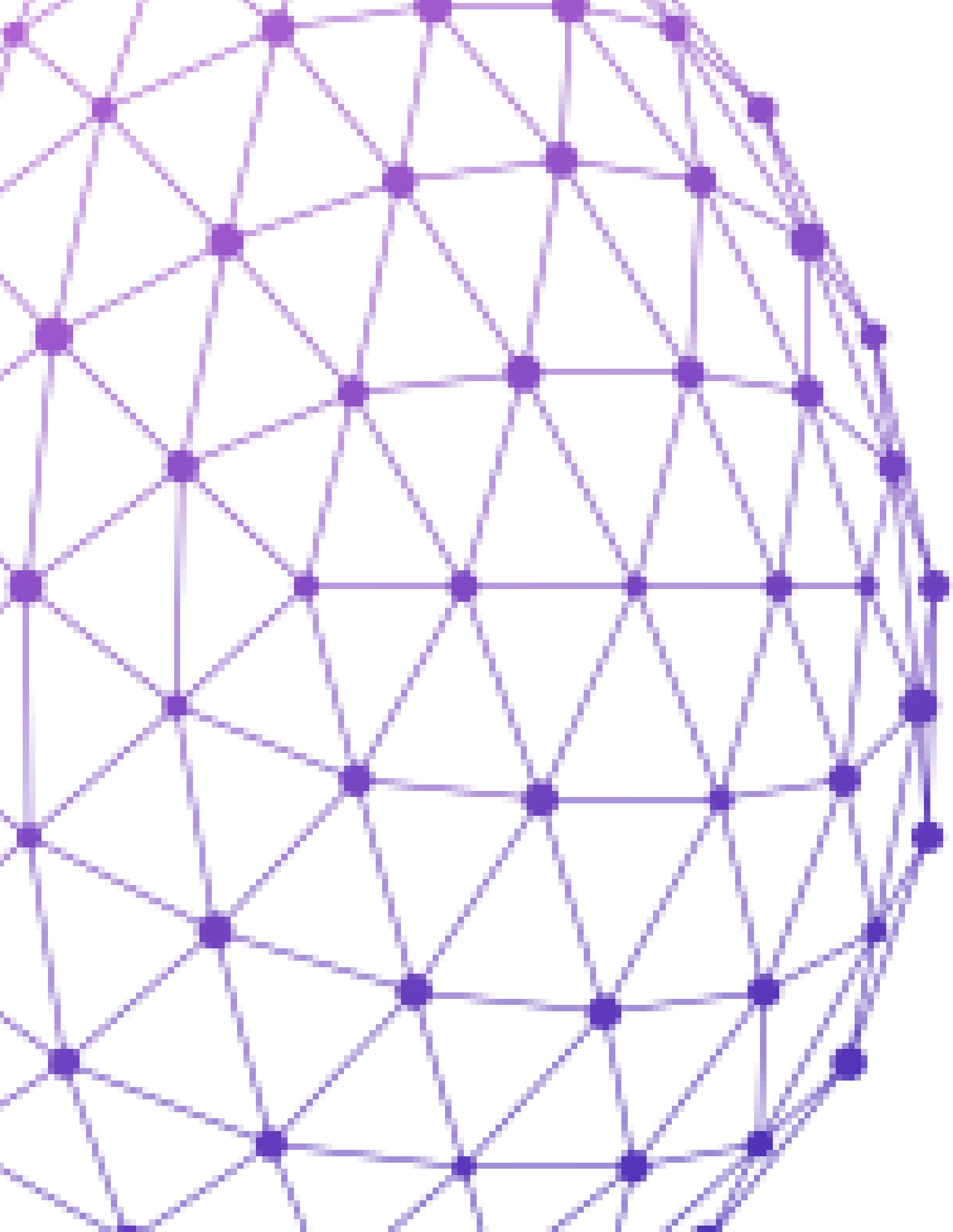
IT Company 100% owned by MTS – the biggest Telecom Operator in Russia

DEVELOPPER
& INTEGRATOR

- ✓ 40+ MTS projects launched
- ✓ 400+ employees
- ✓ International experience
- ✓ Full developers stack: iOS, Android, JS, Java, C#, Python, PHP, UX Design
- ✓ Agile product development

 ≈ 6-12 months





VAS Management Platform.
Solution from TELCO to
TELCO

Thank you!

Powered by  **MTC**