

Background

The mobile phone represents the most pervasive channel of communications and targeted engagement on the planet, with more than 5 billion users globally. Users are rapidly migrating to smarter devices and increasingly utilizing their phones to initiate many forms of practical and entertaining interactions.

Consumers are increasingly mobile and remain constantly connected to their smart phones and tablets. Mobile devices are ideal partners when making informed on the spot decisions. Despite the explosion in sophisticated mobile applications and loyalty programs, most brands remain dissatisfied with the level of customer retention received from marketing initiatives.

Company

MobileWave is a mobile marketing, loyalty and technology company enabling companies to engage, cultivate and retain long-term customers. MobileWave offers a scalable and secure platform for delivering services and relevant customer communication.

By partnering with Mobilewave, brands can utilize powerful user analytics and actionable tools to enable smarter customer interactions based on user location, social interaction, opt-in preferences and purchasing history.

Verticals

MobileWave develops mobile software solutions for customers across five industry verticals:

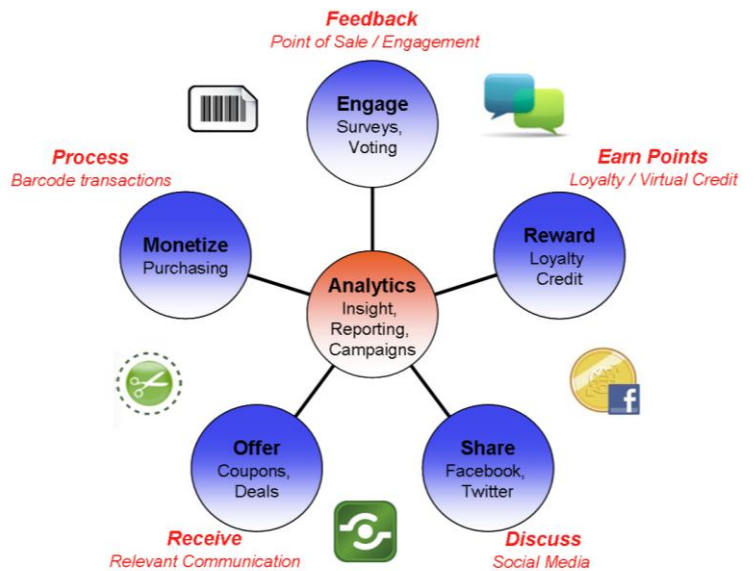
- **Enterprise.** Field Reporting & Automation, Utilities
- **Consumer.** Entertainment, Infotainment, Surveys
- **Location.** Navigation, Deals, Retail, Property
- **Commerce.** Mobile Payment, Retail, Coupons
- **Communities.** Conferences, Education, Government

Customers

MobileWave works with over 100 customers offering a wide range of mobile solutions. Select customers:

MakeMyTrip (Travel), *Snapdeal* (Daily Deals), *Staples* (Store Locator), *Zuka* (Property Search), *India Today* (Content Portal), *The Unlimited* (Mobile Banking), *Mojo* (Mobile Cinema), *Montessori School* (Education), *Loconow* (Location based deals), *mCarbon* (Mobile Jukebox), *one97* (Streaming Video), *Yatra* (Travel Guide), *PayTM* (Mobile Payment), *Solution Digitas* (Social Advertisements), *Sidebar* (Mobile Content), *Manupatra* (Legal Database), *Bajaj Alliance* (Tax/Insurance Calculator), *Goom Radio* (Mobile Radio)

Mobile Social Loyalty Platform



MobileWave provides companies with technology solutions that help them manage mobile customer relationships.

MobileWave offers integrated service modules that enable brands and customers to **Engage** with each other, issue loyalty building **Rewards**, **Share** offers across social media, receive **Targeted** Coupons and promotions leveraging powerful user **Analytics**, and **Monetize** customer interactions with CR codes and vouchers.

MobileWave solutions include:

- + **MobileWave Engage.** Engage customers and gather information utilizing customizable white labeled mobile applications or web interfaces
- + **MobileWave Rewards.** Enable customers to login with their social network account and earn credit for further purchases and rewards that can be applied elsewhere
- + **MobileWave Share.** Enable customers to share product information or their opinions on their choice social network
- + **MobileWave Analytics.** Gain insightful information on customers leveraging a SAAS platform that captures key customer interactions
- + **MobileWave Offer.** Produce quick and simple personalized campaigns via SMS, email or through native app display
- + **MobileWave Monetize.** Carrier & Device independent coupons and customer prepaid accounts that issues single use scan-able bar codes at point of purchase

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