Roaming Awards – Inbound Roaming Service

A Brief Introduction

March 2009
Service Description

Benefits of the Service

Reward Shop

How it Works

Communication

About Travelling Connect
The Roaming Awards Service – Service for Inbound Roaming Market

• Roaming Awards
  – Service will be launched in 2009 and runs on the Travelling Connect loyalty and communication platform
  – Target end-users are international business travellers and holiday makers which use their mobile phone for making calls abroad
  – End-users can earn roaming awards by making use of Mobile Operator Network while travelling abroad, irrespective of their home operator and irrespective of the type of their subscription (post-paid and pre-paid).
  – These awards can be redeemed into vouchers of hotels, airline tickets, devices, lifestyle products or other goods and services in Travelling Connect reward shop.
  – The Roaming Awards Program will be branded under the name of the visited mobile operator, however…..
  – …..Inbound roamers will earn roaming awards for making use of all participating mobile networks in order to increase the value of the program.
Business Model – Roaming Awards Service

**Travelling Connect**
- Serves as single point of contact between mobile operators and reward shop products
- Executes administration, billing, award designation, redemption, delivery of goods, customer service
- Implement the roaming awards inbound roaming program for mobile operators

**Reward Shop**
- Inbound Roamers can redeem the roaming awards for various goods and services. Travelling Connect pays the reward shops for these goods and services

**Visited Operator**
- Seeks to protect and increase its share of inbound roaming traffic generated by visitors from abroad
- Compensates inbound roamers with roaming awards

**Inbound Roamers**
- Roam on affiliated mobile networks when abroad to obtain roaming awards
- Exchange awards in Travelling Connect reward shop for goods and services

**Visited Operator**

**Inbound Roamers**

**Value Circle**

**Travelling Connect**

**Reward Shop**
Benefits to Visited Operator

- Visited operator will earn additional net revenues under the Roaming Award Service
- You can promote this service to all inbound roaming customers
- Inbound Roaming Service will help visited operator to build positive relationship with end-users
- No need to implement the service in your systems or business processes
  - Service can be live within 10-12 weeks
A survey shows that end-users are making use of your network because of an award program

How did you decide to use TURKCELL as your visited network in Turkey?

- Got a SMS (SHORT MESSAGE) from the operator
- I made a search in my country via internet
- My friends, relatives recommended
- I saw the advertisements of the operator
- My mobile operator which I use in my country recommends to use it
- I have experienced it before
- Through my (frequent flyer) miles program or Travelling Connect advertisement

Source: survey executed by Turkcell on Travelling Connects Inbound Roaming Service
Benefits to End-Users

**Value**
- End-users are designated roaming awards for roaming calls on the networks of the visited operator

**Ease of Use**
- End-users need only to roam on your network in order to accumulate roaming awards

**Choice of Awards**
- Roaming Awards collected can exchanged by the end-user for a unparalleled range of awards, including hotel vouchers, devices and other goods and services

**Global Footprint**
- Extensive footprint allows end-users to also earn roaming awards in other countries— all over the world
  - Increases value of program to end-user
  - End-user gets into routine of always selecting affiliated mobile operator, whenever, wherever
Redemption of awards / basic principles

- Earned awards can be redeemed at the online reward shop. Each product will show the number of awards required in order to redeem the awards into the product.

- Awards can be redeemed into vouchers of hotels, airline tickets, devices, lifestyle products or other goods and services (see next slide).

- After redemption into any of the products in the reward shop, Travelling Connect will take of the delivery of the product to the end-user.
Redemption Options / International Reward shop

- **Hotel Vouchers**: Earned awards can be redeemed into hotel vouchers of worldwide brands like Hilton, Marriott etc.

- **Airline tickets**: Earned awards can be redeemed into airline tickets

- **Devices**: Earned awards can be redeemed into devices like Nokia, Apple and Samsung

- **Lifestyle Products**: Earned awards can be redeemed into a range of goods like watches, gadgets

- **Special experiences / tickets**: Earned awards can be redeemed into concert tickets

- **Frequent flier miles / hotel points**: Earned awards can be redeemed into frequent flier miles or hotel points
Roaming Awards Program: earning awards / basic principles

- Roaming Awards Program is based on an earning scheme based on voice, sms and data usage
- SMS and Data can be excluded in the reward scheme
- Minimum number of earned awards per voice minute: 4
- Minimum number of earned awards per sms message: 1
- Minimum number of earned awards per MB: 5
- Price per Award is Euro 0.01 (1 eurocent)
Each operator will have its own roaming awards website

• The Roaming Awards will be branded under the name of the mobile operator or a custom brand of choice.
• Each mobile operator will have a complete online Roaming Awards website, developed in the look and feel of the mobile operator. The URL of the website will be www.roamingawards.com/<yourbrand>
• The end-user website will be in the English language by default
• The website will have the following functionalities:
  – Registration Inbound roamers need first to register before they can earn and redeem awards
  – Manage my account
  – Designated Awards Overview
  – Reward shop
  – Redemption of awards
End-users will receive the following notifications by email and sms

<table>
<thead>
<tr>
<th>Step</th>
<th>Notification Type</th>
<th>SMS Notifications (opt-in)</th>
<th>Email notifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Confirmation of successful registration</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>2</td>
<td>Balance Overview</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>3</td>
<td>Promotions</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>4</td>
<td>New Redemption Partners</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
### Process with Mobile Operator and Travelling Connect (Monthly)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Timing</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. File Exchange</td>
<td>Within 2 working days after the end of the relevant month</td>
<td>File A: XML</td>
</tr>
<tr>
<td>2. File Exchange</td>
<td>Within 5 working days after reception of File A</td>
<td>File B: XML</td>
</tr>
<tr>
<td>3. Award Designation</td>
<td>Within 3 to 5 working days after reception of File B</td>
<td>File C: pdf format by email</td>
</tr>
<tr>
<td>4. Invoice</td>
<td>In second week after relevant month</td>
<td></td>
</tr>
</tbody>
</table>

- **Activity 1**: Travelling Connect provides mobile phone numbers of all registered loyalty program members to all mobile operators.
- **Timing**: Within 2 working days after the end of the relevant month.
- **Format**: File A: XML.

- **Activity 2**: Mobile Operators provide call usage details of each registered MSISDN.
- **Timing**: Within 5 working days after reception of File A.
- **Format**: File B: XML.

- **Activity 3**: Travelling Connect aggregates usage of each registered MSISDN and designates number of awards to the end-user account.
- **Timing**: Within 3 to 5 working days after reception of File B.

- **Activity 4**: Travelling Connect sends invoice to mobile operator based on the number of earned awards according the xml file of mobile operator.
- **Timing**: In second week after relevant month.

**Process relevant to Mobile Operator**
**No operational and IT hassle for Mobile Operator**

<table>
<thead>
<tr>
<th>Activities undertaken by Operator</th>
<th>Activities undertaken by Travelling Connect</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Development front-end</td>
<td>• Development of online Roaming Awards website in look and feel of mobile operator</td>
</tr>
<tr>
<td>2. Development back-end</td>
<td>• Develop technical systems, procedures, database, file formats, reward shop etc.</td>
</tr>
<tr>
<td>3. Monthly in-life process</td>
<td>• Travelling Connect provides Mobile Operator a file with registered MSISDNs</td>
</tr>
<tr>
<td>4. Maintenance of Reward Shop</td>
<td>• Maintain business processes, file-exchange procedures, Travelling Connect’s platform (applications, databases, SMS gateway), adding new redemption partners</td>
</tr>
<tr>
<td>5. Customer Service / Delivery of products</td>
<td>• Undertaken by Travelling Connect</td>
</tr>
<tr>
<td>6. Communication</td>
<td>• Travelling Connect can advice and facilitate communication process based on experience of inbound roaming service</td>
</tr>
</tbody>
</table>

- No development required
- No development required
- Execute monthly query and send output file with mobile usage to Travelling Connect
- No maintenance required
- No customer service activities required
- Mobile Operator responsible for marketing communication
End-users can be reminded by mobile operator through various channels to make use of the service

**At home**

- E-newsletter of Roaming Awards Program
- E-newsletter by Mobile Operator
- SMS – Designated Award overview
- Websites of Mobile Operator
- Advertisement in News Papers / Magazines
- Via channels of Travelling Connect

**When Travelling**

- Billboards at airport (see example >)
- Promotion teams handing out brochures at departure gates of airports
- Welcome SMS to roaming travellers about Roaming Awards Program
- Advertisement in in-flight magazines
- Advertisement in taxis
Communication Examples

Billboard at airport – Sri Lanka

Billboard at airport – Kiev
Leaflet handed out at airport (example of Inbound Roaming Service)

- Choose TURKCELL, the leading GSM operator in Turkey and stay connected wherever you go.
- Web-based coverage map
- Picture/WAP messaging
- Voice messaging
- FREE text messaging
- Data roaming
- TURKCELL BlackBerry
- Highest speed GSM via EDGE

TURKCELL
http://travelingconnect.turkcell.com.tr
FREE Travel info

Don’t forget to earn your miles!

You will automatically earn up to:
- 20 Flight miles or points for every minute when you make a call
- 3 Flight miles per SMS on TURKCELL network in Turkey
To be eligible to earn awards when making call-receiving SMS, you need to register with TRAVELLING CONNECT.
You can register through: www.travelingconnect.com

Register with TRAVELLING CONNECT, choose TURKCELL, and start to earn miles!

After you register with TRAVELLING CONNECT, all you have to do is choose TURKCELL network on your mobile phone manually.
TURKCELL may appear on your screen as TURKCELL, BB Turkcell or TB TCELL by manual network selection.

You can only select one loyalty program at a time from partners below:

www.travelingconnect.com
About Travelling Connect

• Travelling Connect provides services to the telecommunication and airline industry
  – first loyalty management provider in telecoms with global scope
• Its ‘Inbound Roaming Service’ is now being used by more than 20 mobile operators in
  Europe, America, Asia, Middle East and Africa
• Other services offered by Travelling Connect: Outbound Loyalty Service, Roaming
  Awards, Mobile Travel Rewards, MobiMiles and Qroam Services
• Travelling Connect was founded by former senior executives of O2 Netherlands in
  2004 and is profitable since 2005.
• Travelling Connect is a privately owned, independent company with its headquarters
  and IT infrastructure located in Amsterdam, the Netherlands
• Partners of Travelling Connect are Mach and BSG Clearing, the leading
  clearinghouses in the mobile industry
Customers of Travelling Connect

<table>
<thead>
<tr>
<th>Mobile Operators</th>
<th>Mobile Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wind – Italy</td>
<td>Turkey – Turkcell</td>
</tr>
<tr>
<td>True Move - Thailand</td>
<td>Indosat – Indonesia</td>
</tr>
<tr>
<td>Mobilink – Pakistan</td>
<td>Mobinil – Egypt</td>
</tr>
<tr>
<td>Djezzy – Algeria</td>
<td>life:) – Ukraine</td>
</tr>
<tr>
<td>MTN – Syria</td>
<td>Mobitel – Sri Lanka</td>
</tr>
<tr>
<td>NTT DoCoMo – Japan</td>
<td>StarHub – Singapore</td>
</tr>
<tr>
<td>Vodafone India – India</td>
<td>3 (Hutchison) - Hong Kong</td>
</tr>
<tr>
<td>KTF - Korea</td>
<td>Hutchison – Macau</td>
</tr>
<tr>
<td>Zain – Bahrein</td>
<td>Zain - Sudan</td>
</tr>
<tr>
<td>Mobitel and TravelSim (Outbound Loyalty Service)</td>
<td></td>
</tr>
</tbody>
</table>
Loyalty Program Partners of Travelling Connect

Partners of Travelling Connect

- Air France / KLM
- Brussels Airlines
- Hilton
- Malaysia Airlines
- Marriott
- Royal Brunei Airlines
- TAP Portugal
- Thai Airways
- Qatar Airways
- Ukraine International Airlines
- Oman Air
- Etihad Airways
- Gulf Air
- Lufthansa
- NorthWest Airlines
- Intercontinental Group
- AeroSvit Airlines
- Delta Airlines
- Sri Lankan Airlines
- Kuwait Airways
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