



COMPANY PROFILE

arvato mobile is Europe's leading mobile entertainment provider. It enables network operators, media companies and internet-portals to offer their customer first-rate mobile content and innovative applications. We work closely with the music industry and rights holders from the movie-, games- and television-industry.

Our B2C-brands handy.de and tj net help us to stay close the consumer. We use the experiences we have gained since 1999 with these leading mobile entertainment portals to improve the business of our B2B-customers.

As a content solutions provider for the B2B market, arvato mobile produces and distributes an extensive content catalogue to their customers (mobile operators, ISPs, media companies). We have licenses and agreements with major music publishing companies, music labels, movie studios, and well-known brands.

We have the infrastructure and resource to position ourselves as master aggregator of all content and selected applications which carriers offer to their customers.

As a full service provider arvato mobile develops and distributes successful mobile solutions. Through our strong relationships with operators, media / entertainment companies and manufacturers we are able to react quickly and flexibly to implement technical enhancements. Our offer comprises Messaging Services, Mobile Direct Marketing, Mobile Voting Services and technical delivery platform inclusive WAP and WEB representation. As a white label content provider we are able to handle the complete content offering including category and Royalty Management.

Through our own B2C brand "handy.de" we market mobile phones, and accessories as well as mobile entertainment content. A further business division is responsible for value added services for fixed lines such as voting services.

MAIN BUSINESS AREAS

- **Music & Sounds**
 - Polyphonic ring tones
 - Monophonic ring tones

- Message tones
- Real music
- Real sounds
- Real voices
- Ringbacktones

- **Text & Images**
 - b/w Logos
 - Color wallpaper
 - Animations
 - Videos
 - Fun text SMS
 - MMS cards

- **Games & Applications**
 - Java Games
 - Java Applications (Personal Utility, Business, Media)
 - Symbian Games
 - Symbian Applications (Personal Utility, Business, Media)

TARGETED END-USER SEGMENTS

With the combined channels that we serve through our B2B activities we reach all user segments possible. Our own B2C site www.handy.de is mainly targeted to young mobile users (15 – 30).

NUMBER OF AVAILABLE APPLICATIONS

We currently have about 600 Java applications in our portfolio. About 400 of them are currently live in the channels that we serve.

NUMBER OF REGISTERED USERS

Our B2C site www.handy.de has over 3.5 million registered users.

REASONS TO ENTER THE CHANNEL

Operators and platform trust on our expertise in the content selection and management process. arvato mobile supports developers in creating premium content that will be accepted by even the most demanding of channels. We handle all services that a content developer might be looking for in a strong distribution partner. For the channels

we serve, we handle documentation, Q&A, content and category management and royalty reporting.

CHANNEL COST FOR THE DEVELOPER

No initial or fixed costs. Developer gets shares per download.

USED BILLING SYSTEM

We offer a multitude of billing systems for our partners and for end-users on our own platform including Premium Text Message, IVR Billing, MT Billing and platform specific credit systems.

REVENUE SHARE MODELS

Developer gets shares per download.

REPORTING SYSTEMS OF THE APPLICATION SALES

In-house system that handles reportings and royalties for all content classes for international content distribution. Developers and customers get very detailed reports of all transactions incl. channels, handsets, payment method, etc.

APPLICATION SELECTION CRITERIA

Quality.

APPLICATION SELECTION PROCESS

After Q&A has been passed, our content team will check whether and how content fits with current market demand and place it into the respective channels.

TIME TO MARKET

Depending on application and channel, but usually very quick.

CONTACT INFORMATION

Contact arvato mobile, sales@arvato-mobile.de