

RCS: Placing messaging at the center of mobile life



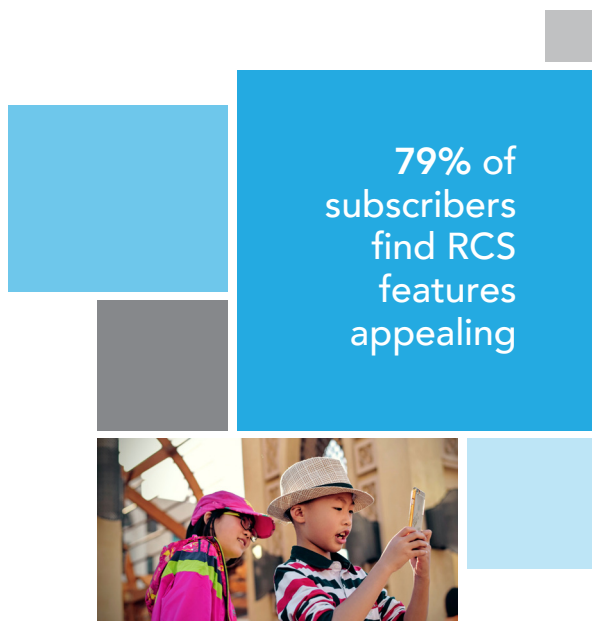


Rich Communication Services

RCS is a long overdue upgrade to standard SMS and MMS. Besides adding value with richer messaging features for subscribers, RCS also delivers expanded capabilities for operators beyond messaging.

Mobile operators changed interpersonal communications forever with text messaging over 20 years ago. Today however, consumers have adapted to using numerous messaging services with enriched features available via over-the-top applications. These new competitors have stolen the value of this reliable and once lucrative service away from the mobile provider. Take it back!

Launch the enhanced RCS experiences that reestablish your brand at the center of their mobile life...



DELIVER FEATURE PARITY and reclaim the messaging experience

RCS transforms your standard messaging into an advanced messaging experience that delivers the robust feature-set that OTT applications, iOS messages, and larger operators are already offering their, *and in most cases*, your subscribers.

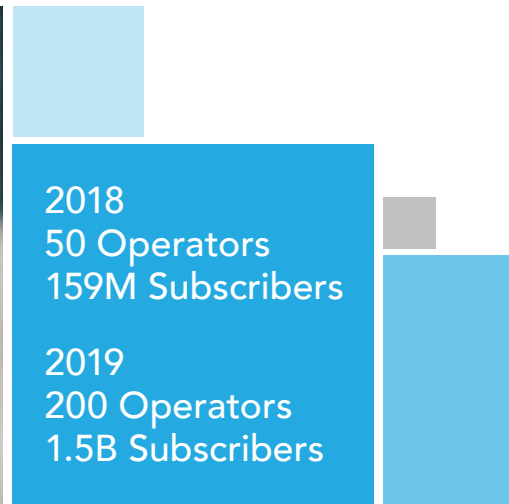
KEY BENEFITS:

- Regain Competitiveness
- Improve Subscriber QoE
- Reduce Subscriber Churn
- Elevate Your Brand
- Reclaim Your Subscribers

KEY FEATURES:

- IP-based video and voice calling
- 1-to-1 and group messaging
- Real-time, in-session file transfers
- Native inbox for SMS, MMS, and RCS
- Presence-based location and contact sharing

Connect your subscribers to the rest of the RCS world to share their richer experiences globally...



GAIN GLOBAL REACH and grow your messaging universe

Mobile operators can gain seamless and reliable interconnectivity for RCS traffic through a simple connection to Interop's RCS Interconnect Hub. Once connected, operators can enable the exchange of messages between their subscribers and other RCS-enabled subscribers across global operator networks. As a GSMA-accredited and hosted services provider, Interop ensures seamless interoperability and scalability across the Android messaging ecosystem.

KEY CONNECTIONS:

- RCS P2P Interconnection to RCS-enabled subscribers through available RCS Hubs
- Access to the RCS A2P ecosystem via the Interop RCS Chatbot Platform and other content provider sources

Participate in a new ecosystem with diversified services to enable new revenue opportunities...

ENABLE ECOSYSTEM ENGAGEMENT

and increase QoE, stickiness and revenue

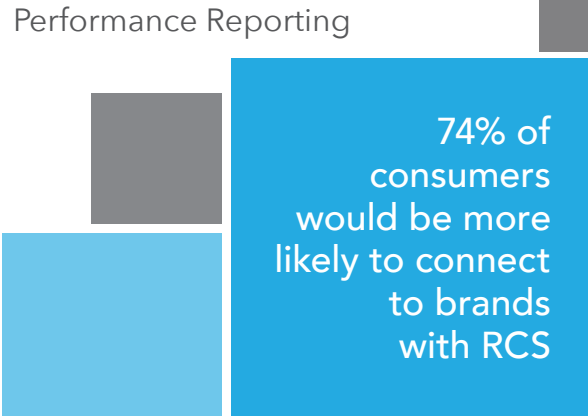
Provide subscribers exciting engagement opportunities with brands through RCS A2P messaging direct from their native inbox. Operators can also develop more personalized customer care initiatives via our RCS Chatbot Platform to elevate their brand value.

KEY INTEGRATIONS:

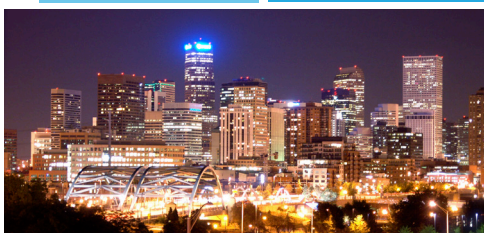
- National Brand Chatbots
- RCS Business Messaging Partners
- Global RCS Aggregators
- Network Management Systems

MANAGEMENT RESOURCES:

- Control Center
- Chatbot Management
- Custom API Creation
- Spam Controller
- Media Manager
- Troubleshooting Tools
- Performance Reporting



74% of
consumers
would be more
likely to connect
to brands
with RCS



WHY **INTEROP** FOR RCS?

Interop Technologies is an expertly managed, complete end-to-end RCS ecosystem provider. We provide all the necessary components essential to launching a fully managed RCS solution, connecting to the global RCS network through our RCS Interconnect Hub and participating in the Messaging as a Platform ecosystem through our RCS Chatbot Platform.



"Interop's RCS solution is the most robust in the industry."

- Google



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INVOLVEMENT = SUCCESS

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LAUNCH:

Deliver important feature parity with OTTs

Enrich subscribers' native messaging experience

Retain message continuity for SMS/MMS subscribers

Increase subscribers service satisfaction

Grow your brand equity with subscribers

CONNECT:

Grow subscriber reach to global RCS subscribers

Interconnect to other carriers offering RCS

Insert yourself into the commerce-driven RCS ecosystem

PARTICIPATE:

Enable subscribers to engage directly with brands

Access Tools/APIs/Chatbots for custom A2P development

Reclaim the value chain with messaging revenue opportunities

Build personalized customer care initiatives

Solidify your brand as the source for a richer mobile life