

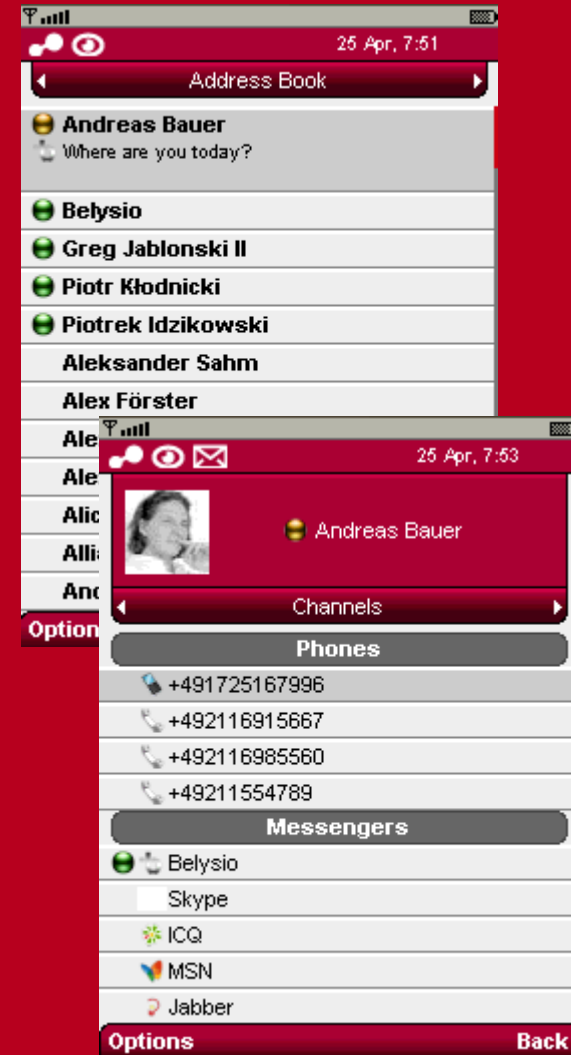


belysio - the Network Address Book

- belysio is a service that combines Address Book, Unified Messaging and Location Awareness in a sound mobile service combined with a website to manage your data.

- belysio integrates all your sources of contacts in one place. Where they belong: on the cell phone. The belysio address book integrates contacts from PC, mobile phone address book and in the near future popular social network contacts into your ubiquitously available place. Your mobile phone.

- All information about your friends at one spot: Name, telephone number, picture, location, recent messages and latest activity. By that you have all the necessary knowledge about buddies at your finger tip, when en route.



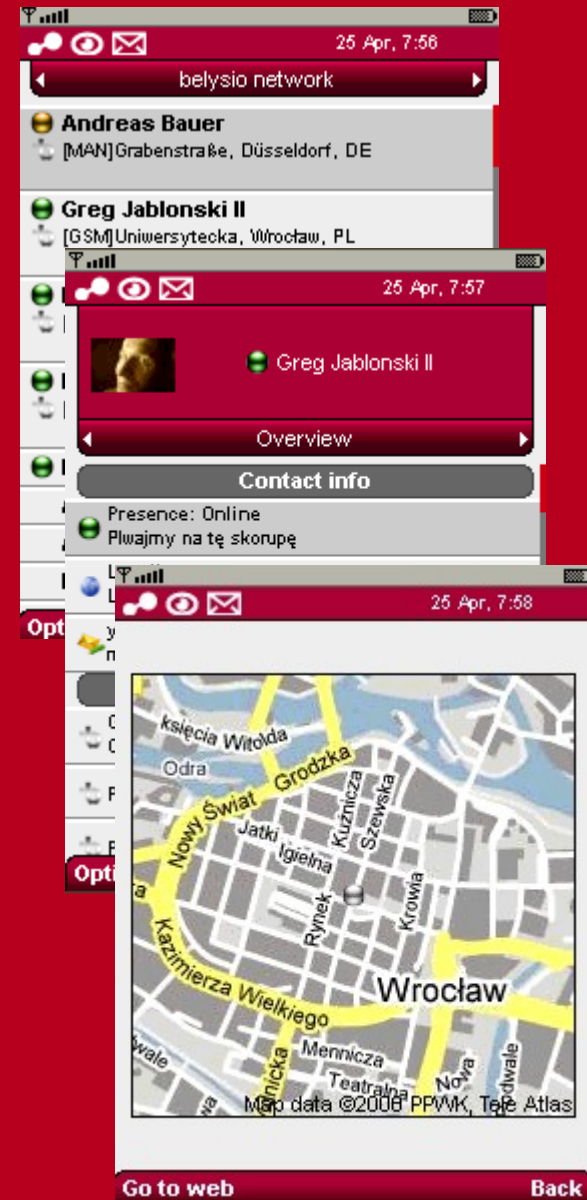
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belysio - the Network Locator

- "Where are you?" is over. belysio tells you where your friends are and sorts them by location.

- belysio will even notify you when your friends come close to you. When you see that they are around you can get in touch with them by email, IM, SMS or a "Buzz".

- Very soon you can as well search and date new friends by matching their profile as they come into your proximity and either meet them spontaneously or join their network of friends.

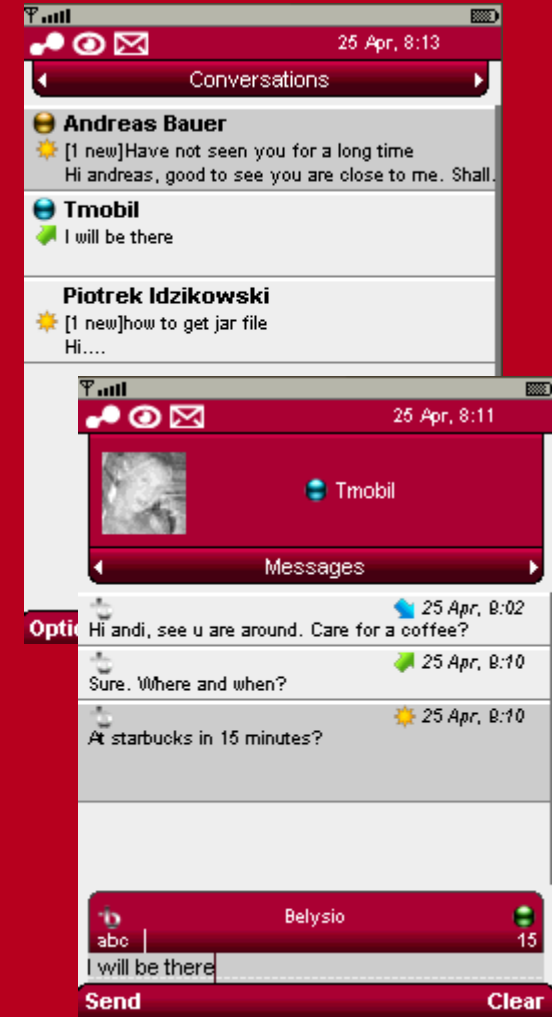


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belysio - the Network Messenger

- Keep conversations alive. Send and receive messages with belysio, the single place for all mobile messaging channels. Let belysio choose the Conversation channel to communicate with your friends, seamlessly, via Email, IM (GTalk, MSN, ICQ, Yahoo, Jabber, Gadu-Gadu, AIM) or SMS.

- Send an Instant Message to a friend who's online, and continue the conversation via SMS, even if he has signed off. Missing a message belongs to the past. You can start, track and archive all conversations eternally. We will keep them on our Website, so that you can access them from everywhere.

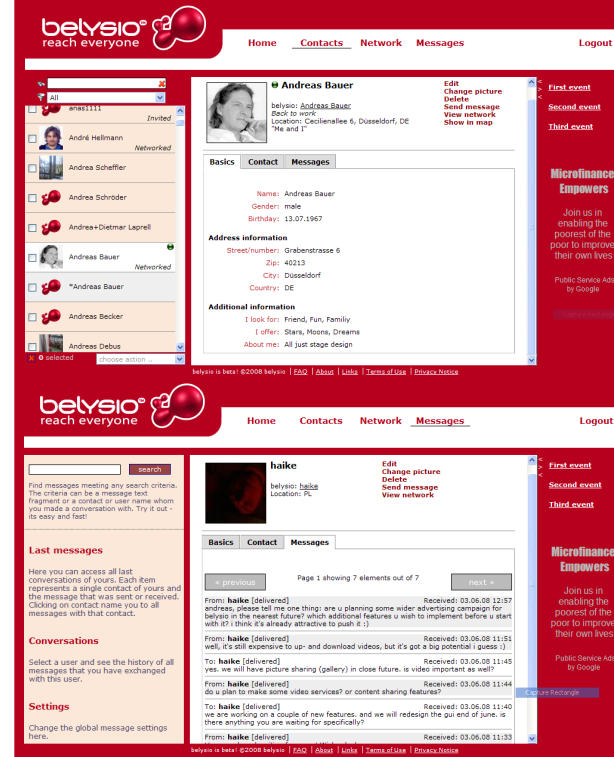


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belysio - the Website

● Belysio website allows to

- Edit personal profile
- Edit channels (ICQ, MSN, GTalk, Email, Phone number, ..)
- Edit contacts
- View Network
- Search & Invite friends
- View friends on map
- Search & Read messages



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Business model - Ads, Brands & Subscription

● We display targeted ads in Full Screen Mode within our mobile client. Belysio allows a wide range of parameters to select the target group for advertisers:

- Profile Data: Age, Gender, Tags (I search for)
- Message Data: Keywords in Conversations
- Location: Location with ~ 200 m accuracy

● Belysio offers White Labeling and Co Branding of the client

● For Premium Users belysio offers additional services like Dating, No Ads, Trustee service and more



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Something about the Market

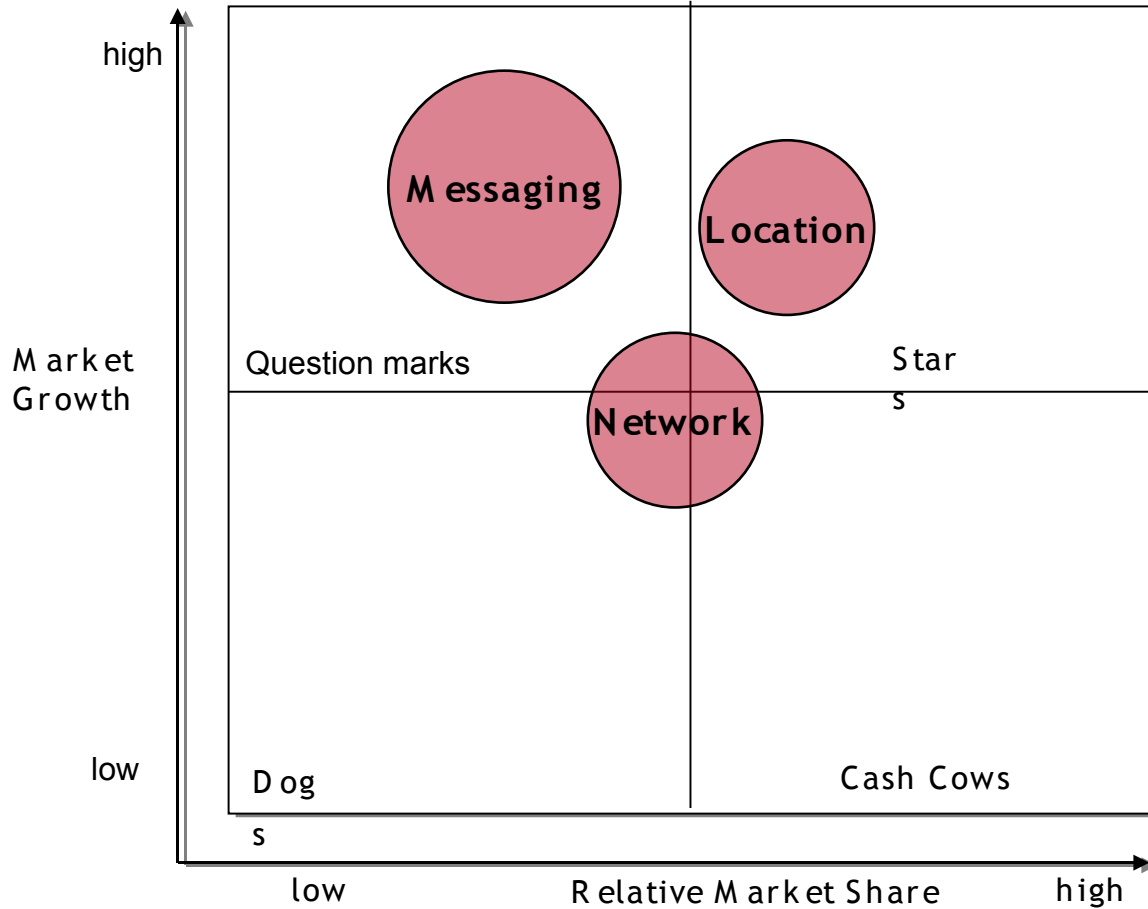
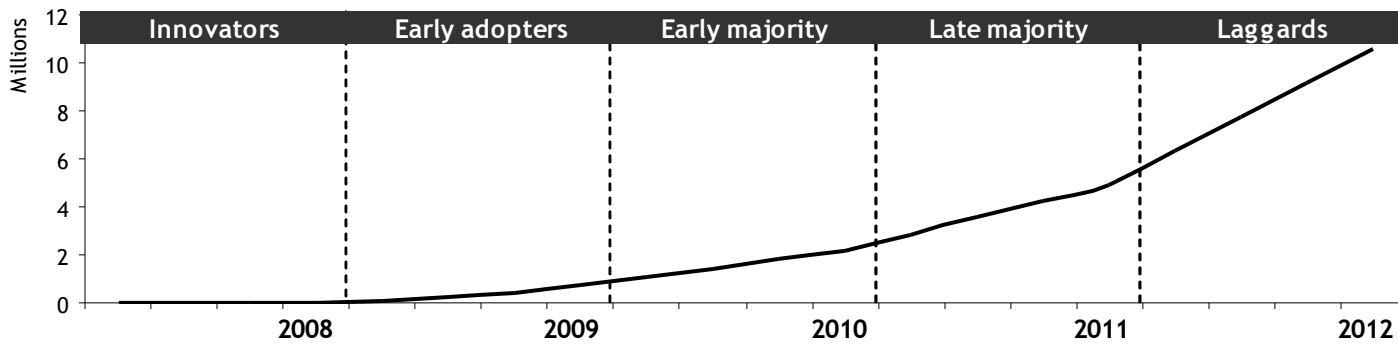
● Product

- belysio is aimed worldwide.
- Social Networking goes mobile
- Social Networking needs aggregation (to many profiles in to many communities)
- Target group (Age 14-29) grows rapidly on mobile usage
- Location Based Services remain primarily in focus of telco operators

● Mobile Advertisement

- While current numbers are quite low (\$255 million in EU and US in 2007), predictions of leading research agencies expect huge growth (EJL Wireless, The Shosteck Group, Informa, Strategy Analytics, ABI Research) all over 10 Billion after 2011
- Most promising are full screen ads, sponsoring and couponing (in Japan 2006 60% of mobile users used coupons more than twice a month)

Marketing & Segmentation



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Who is our Competition?

① Contact Management



② Multi Messenger



③ Location Based Services



announced

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What makes belysio different?

- belysio is the only product to deeply integrate Contact Management, Social Networking, Multi Messenger and Location Based Service as Friend Locator in one application
- belysio is the only product to integrate Social Networking and Contact Management event driven (instant update of contact data)
- belysio, while free of charge to users, offers a new media vehicle for mobile advertising and a concept to share revenues with partners
- belysio is independent from operators, country and operating systems (high global coverage)
- belysio is the only product covering location methods by GPS, Cell ID, Cell Broadcast, Bluetooth and manual entry
- belysio is the only Multi Messenger to offer Push Email, SMS and Chat together with Instant Messaging in one history

What shall I do now?

- Get out your mobile phone
- Open your mobile phone browser
- Type **http:// belysio.mobi**
- Register NOW



Thank You

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