myF2G App's Role in E-Business
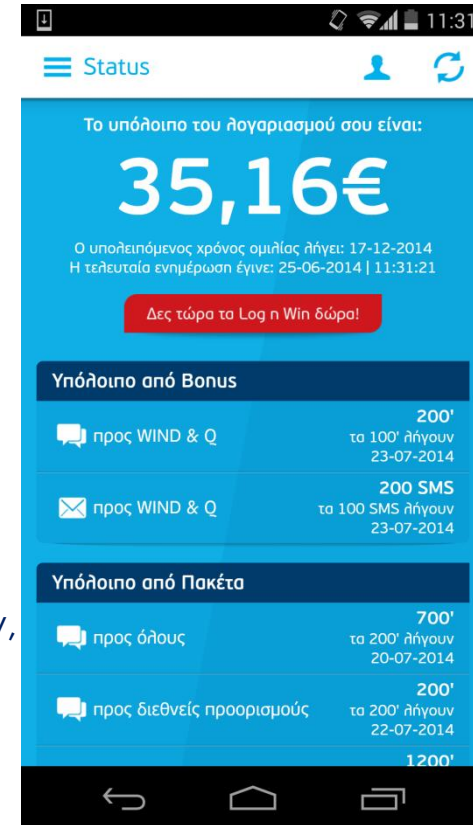
myF2G Mobile Prepaid App

CAPABILITIES

- Manage your account, check the balance of your account any time, as well as remaining SMS, Minutes and MB.
- In App Purchases and bundles activation with extra Online Bonuses
- PayPal Integration
- Find the nearest WIND stores
- Integration of F2G premieres
- Support new product launches for F2G (Bundles, Treats)

VALUE FOR WIND Enhance customer experience, increase customer loyalty, reduce churn, increase online bundle activations and grow spend
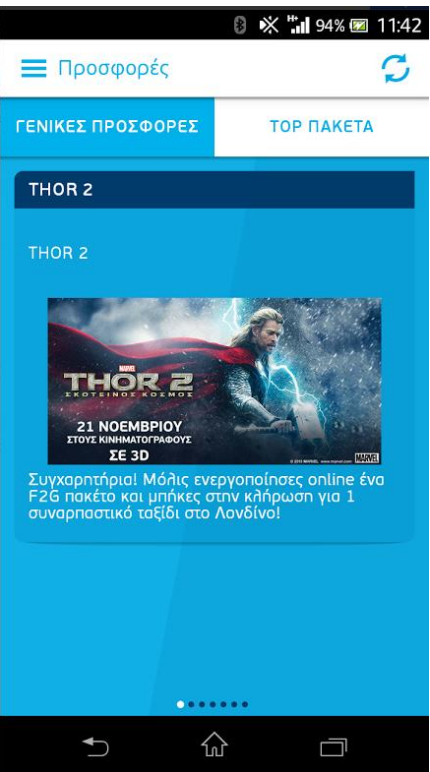
VALUE FOR END-USER Easy, effective and time saving access and handling of account on the go
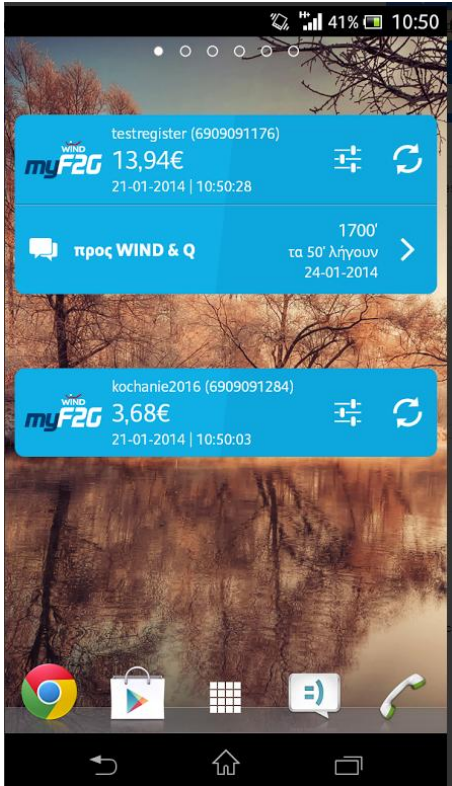
Status

Το υπόλοιπο του λογαριασμού σου είναι:

35,16€

Ο υπολειπόμενος χρόνος ομιλίας λήγει: 17-12-2014
Η τελευταία ενημέρωση έγινε: 25-06-2014 | 11:31:21

Δες τώρα τα Log n Win δώρα!

Υπόλοιπο από Bonus

προς WIND & Q 200' τα 100' λήγουν 23-07-2014

προς WIND & Q 200 SMS τα 100 SMS λήγουν 23-07-2014

Υπόλοιπο από Πακέτα

προς όλους 700' τα 200' λήγουν 20-07-2014

προς διεθνείς προορισμούς 200' τα 200' λήγουν 22-07-2014

1200'

myF2G Advanced Capabilities Examples

•**PREMIERES**

•**WIDGETS**

•**MULTIPLE LOG-INS**

Enhance WIND innovator image & strengthen WIND positioning

Increase customer satisfaction & loyalty

New channel of communication & sales and self-service
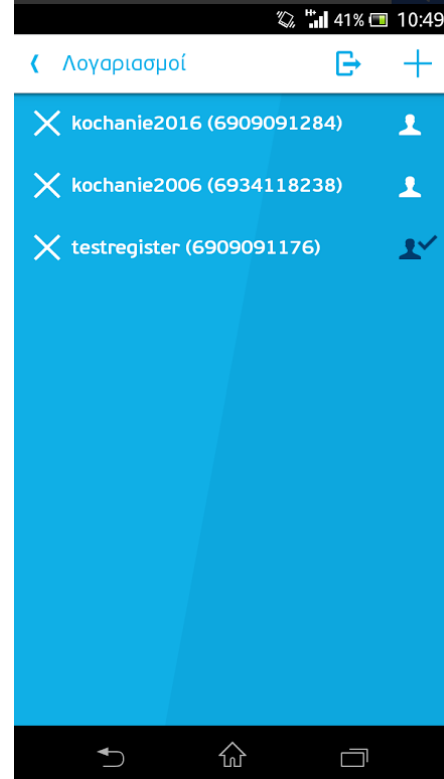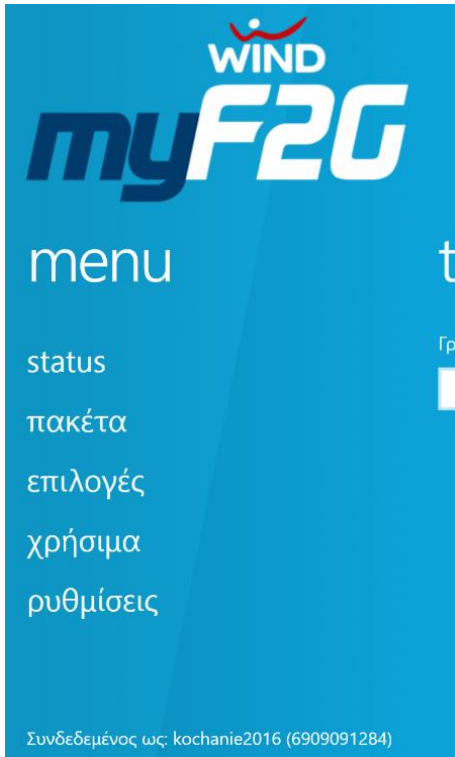
NEW myf2g App NOW Available On Windows Mobile!

•NEW MENU

•ONLINE TOP-UP

•MANAGE YOUR ACCOUNT

•BUNDLE PURCHASE

Download from Windows Phone Store

Screen 1 — menu
WIND myF2G

menu   t

status
πακέτα
επιλογές
χρήσιμα
ρυθμίσεις

Συνδεδεμένος ως: kochanie2016 (6909091284)

Screen 2 — top-up
WIND myF2G

top-up

Γράψε το 16-ψήφιο κωδικό σου

Screen 3 — STATUS
STATUS
My F2G

WIND myF2G

υπόλοιπο λεπτά ομιλία

Το υπόλοιπο του λογαριασμού σου είναι

40,16€

Ο υπολειπόμενος χρόνος ομιλίας λήγει
17/12/2014 2:00:00 πμ

Η τελευταία ανανέωση έγινε
24/6/2014 1:34:47 πμ

Δες τώρα τα Log n Win δώρα!

Screen 4 — Bundle
+Extra Bonus!

WIND myF2G

ΒΑΣΙΚΑ ΠΑΚΕΤΑ MORE

Talk To All
- 200' προς ΟΛΟΥΣ
- BONUS 100' + 100 SMS προς WIND & Q
- Διάρκεια: 30 ημέρες   5€

Talk 600

Στις τιμές συμπεριλαμβάνεται Φ.Π.Α. 23%.
Για περισσότερες πληροφορίες, μπες στο www.f2g.gr.

WIND myF2G

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Trends on Apps Worldwide

The future is mobile
Global annual unit sales (m)
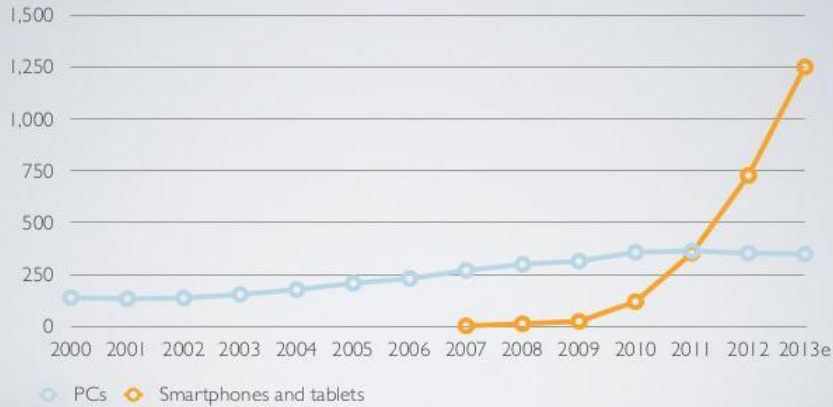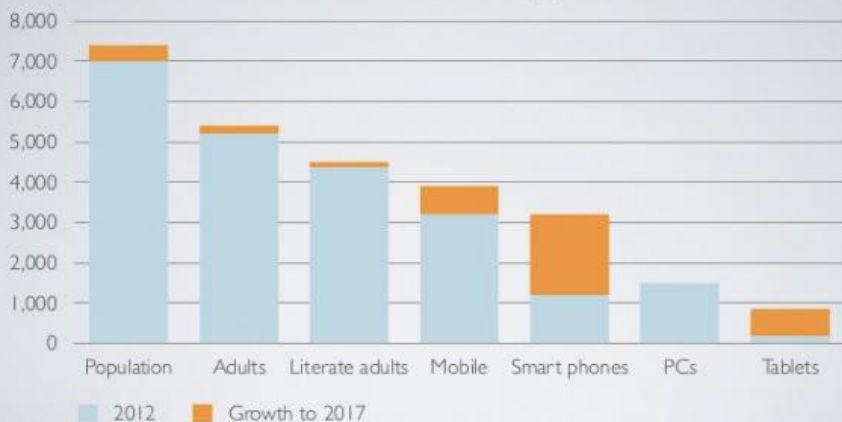
- On 2011 tablets & Smartphone's sales overtake PC's & on March 2014 Smartphone's surpassed PC's in total numbers

- By 2017 there will almost be as many Smartphone's as literate adults

- Apps are used for longer and more frequently

- The recipe for retention: instant gratification vs. customization
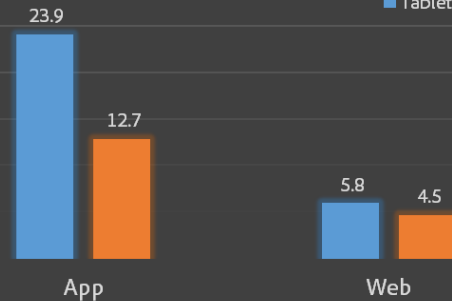

The world in 2017
2017 forecast base (m)

Source : digitaltrends.com , cmo.com

Time Spent per Session (Minutes)
Adobe Digital Index

Use Frequency per Month
Adobe Digital Index

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Trends on myF2G Mobile App

Legend: Cummulative Downloads — Unique users — Bundle activations

X-axis: Jun 13, Jul 13, Aug 13, Sep 13, Oct 13, Nov 13, Dec 13, Jan 14, Feb 14, Mar 14, Apr 14, May 14
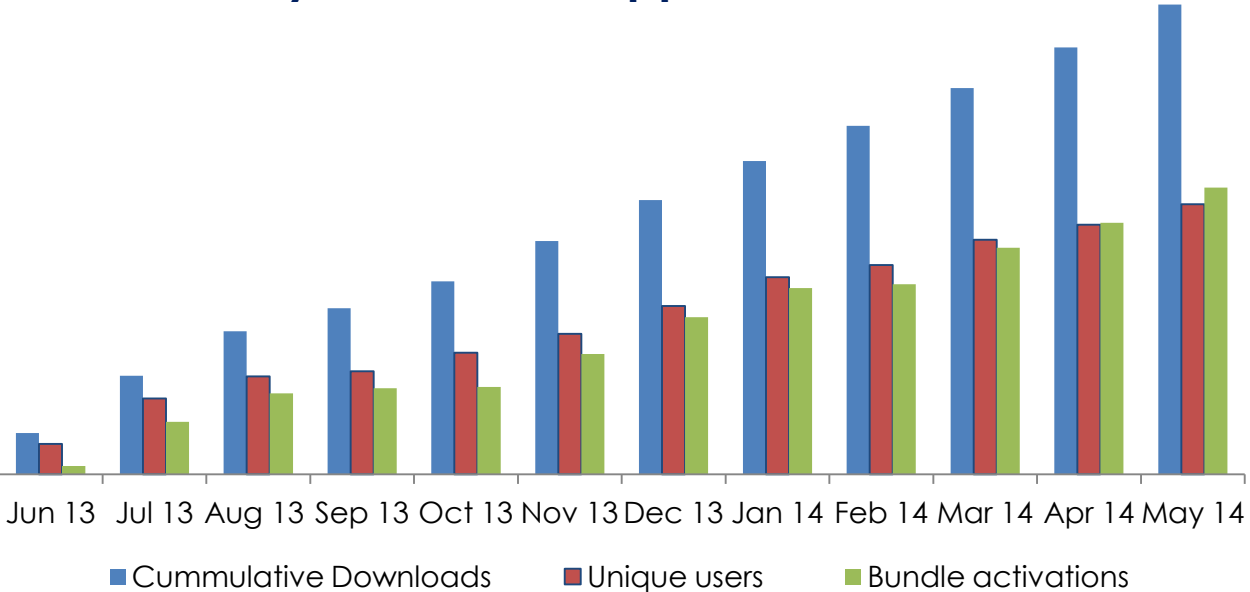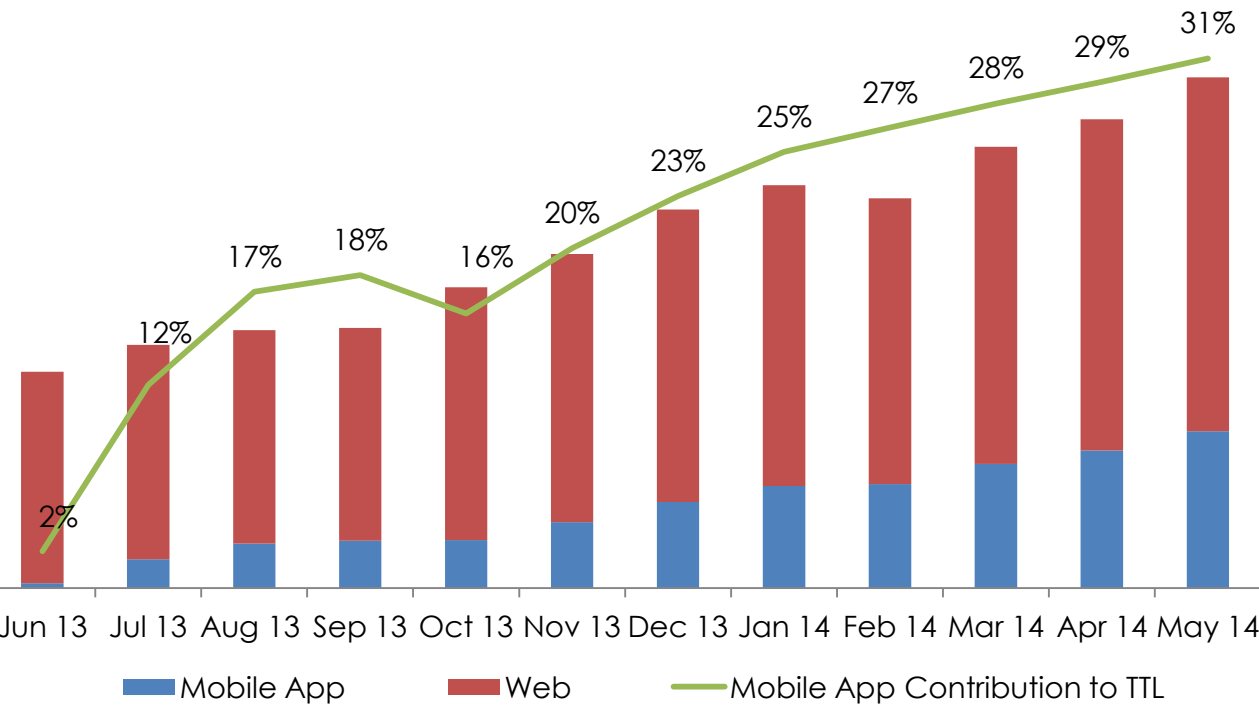
• Steady Increasing linear trend on all metrics, Downloads, Unique Users & Bundle activations

• More than 75% of the users who log into the application each month are activating bundles


Data labels on line: 2%, 12%, 17%, 18%, 16%, 20%, 23%, 25%, 27%, 28%, 29%, 31%

Legend: Mobile App — Web — Mobile App Contribution to TTL

X-axis: Jun 13, Jul 13, Aug 13, Sep 13, Oct 13, Nov 13, Dec 13, Jan 14, Feb 14, Mar 14, Apr 14, May 14

• Steadily increasing mobile app transactions which contributed to 31% of total Online reach

• Increase of mobile transactions is incremental and results to considerable boost to total Online transactions

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myF2G Mobile Apps Downloads per OS

- More than 70K downloads on the first year since launch (June 2013)

- Android penetration is 75%

- iOS penetration is 25%

70+K
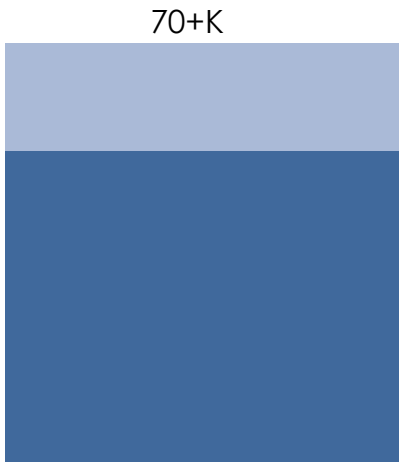
■ F2G android   ■ F2G iOS

WIND Apps Monetization

Direct

- **In app purchases**
  - bundle activations
  - recharges
  - e top-up

- **Mobile internet usage increase**
  - dedicated add-ons for apps

Indirect

- **Cost reduction** through apps optimized procedures
  - pre-paid recharges
  - customer care contact, etc.

- **Customer satisfaction**
  - honesty
  - transparency
  - value

- **Increased loyalty /churn reduction**
  - increased trust
  - mobile as a payment tool PayPal
  - prepaid mobile shop on the go