

myF2G App's Role in E-Business

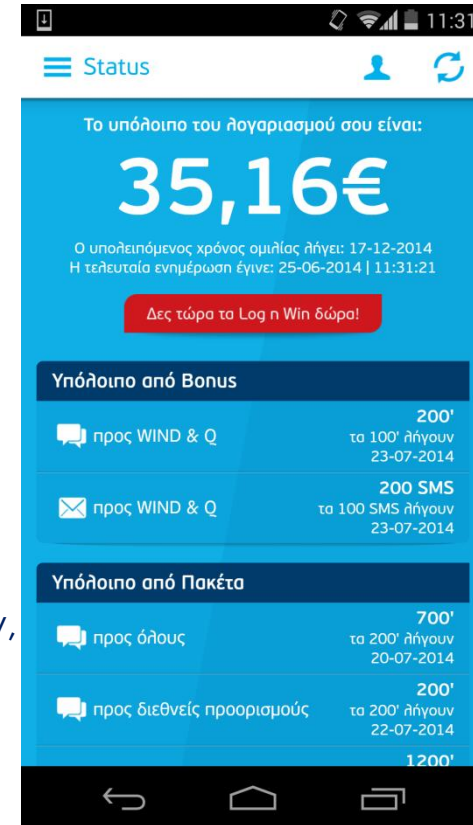


| 26.06.2014



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

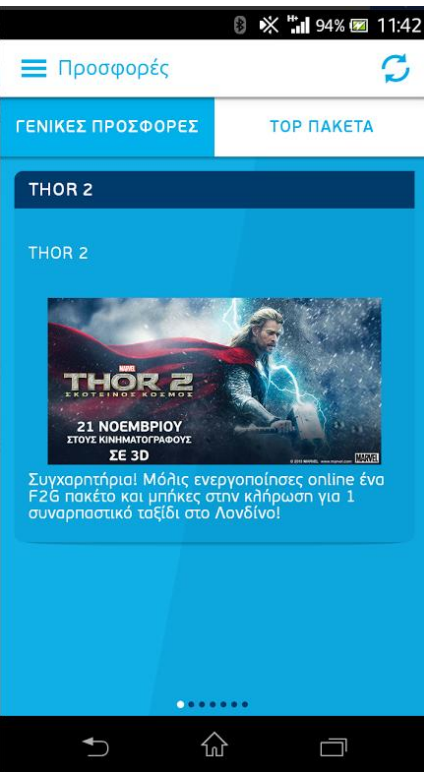
VALUE FOR END-USER

Easy, effective and time saving access and handling of account on the go

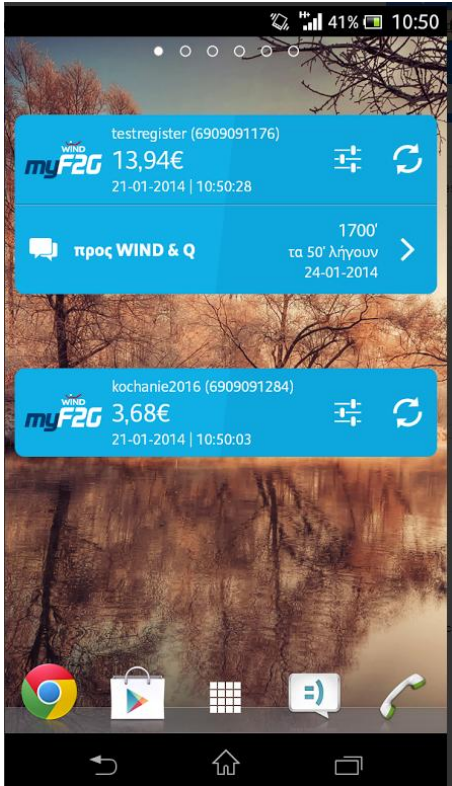
myF2G Advanced Capabilities Examples



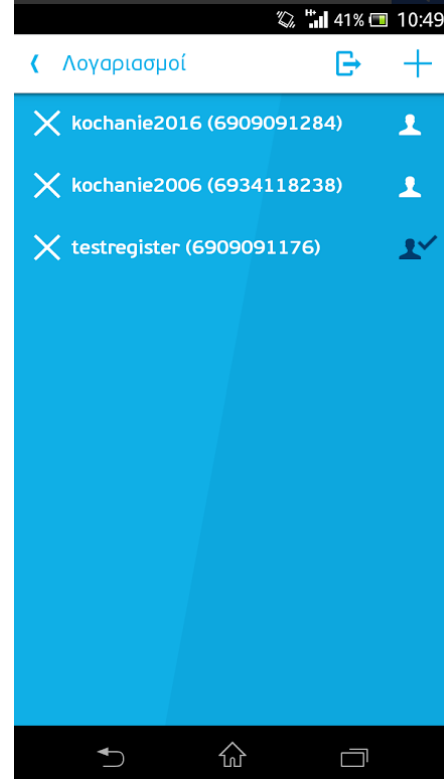
•PREMIERES



•WIDGETS

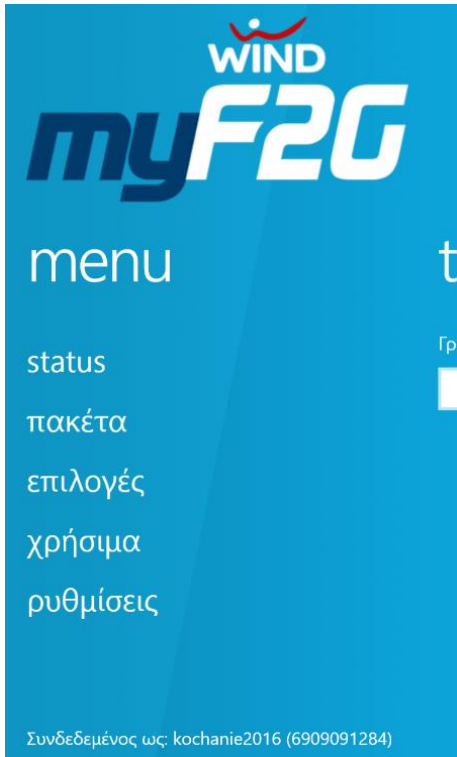


•MULTIPLE LOG-INS

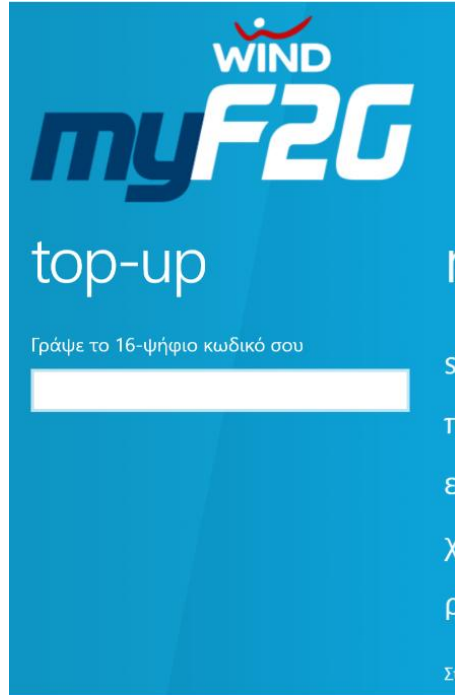


NEW myf2g App NOW Available On Windows Mobile!

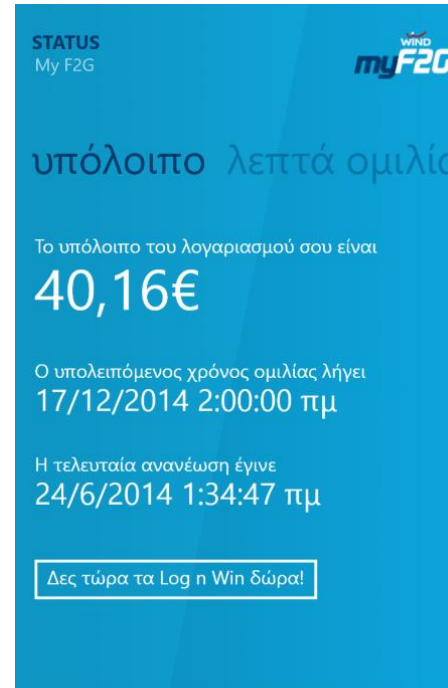
•NEW MENU



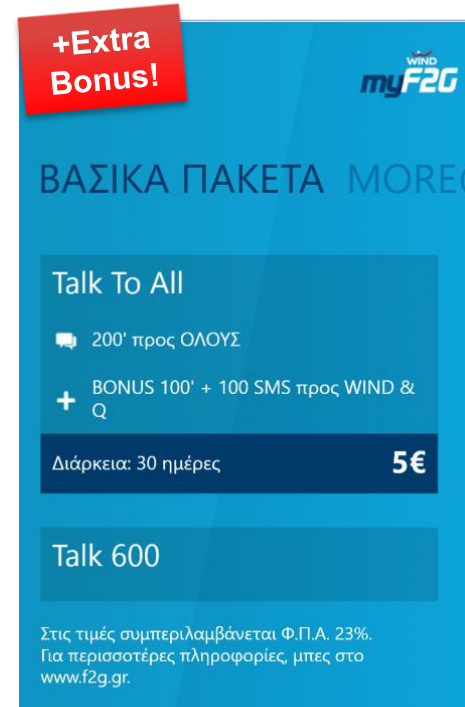
•ONLINE TOP-UP



•MANAGE YOUR ACCOUNT



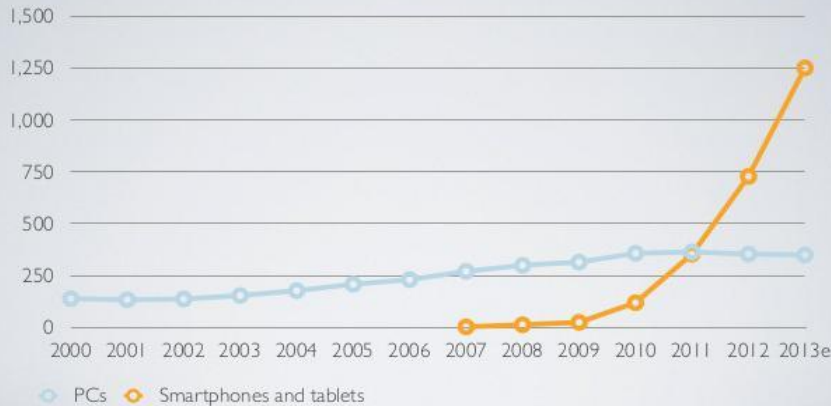
•BUNDLE PURCHASE



Trends on Apps Worldwide

The future is mobile

Global annual unit sales (m)



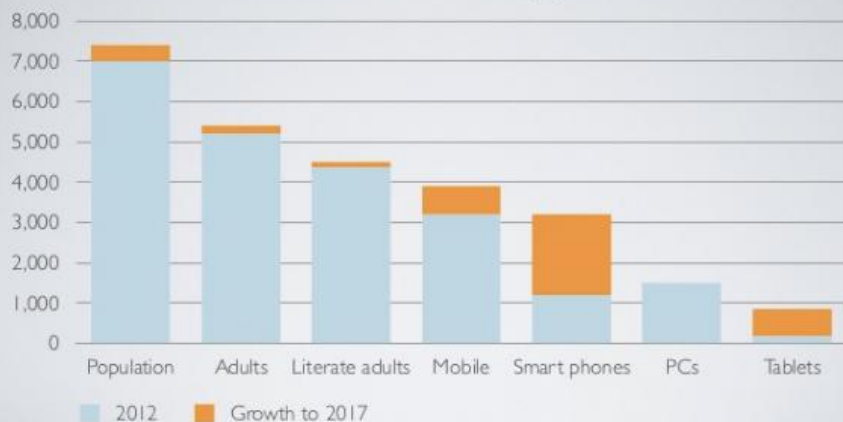
5

Source: Enders Analysis

- 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)



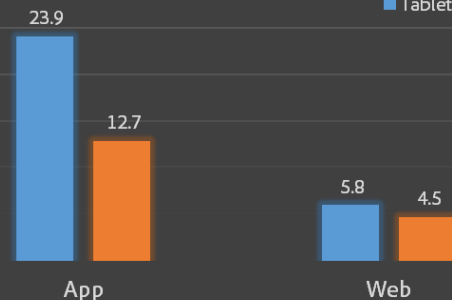
Source : digitaltrends.com , cmo.com

Source: GSMA, World Bank, Enders Analysis

Time Spent per Session (Minutes)

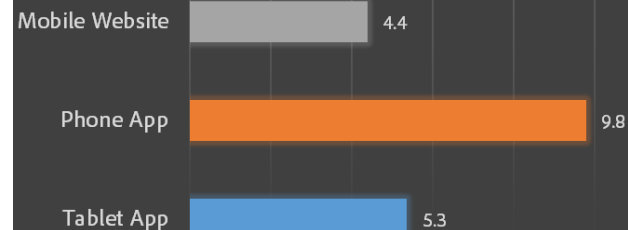
Adobe Digital Index

■ Tablet ■ Phone

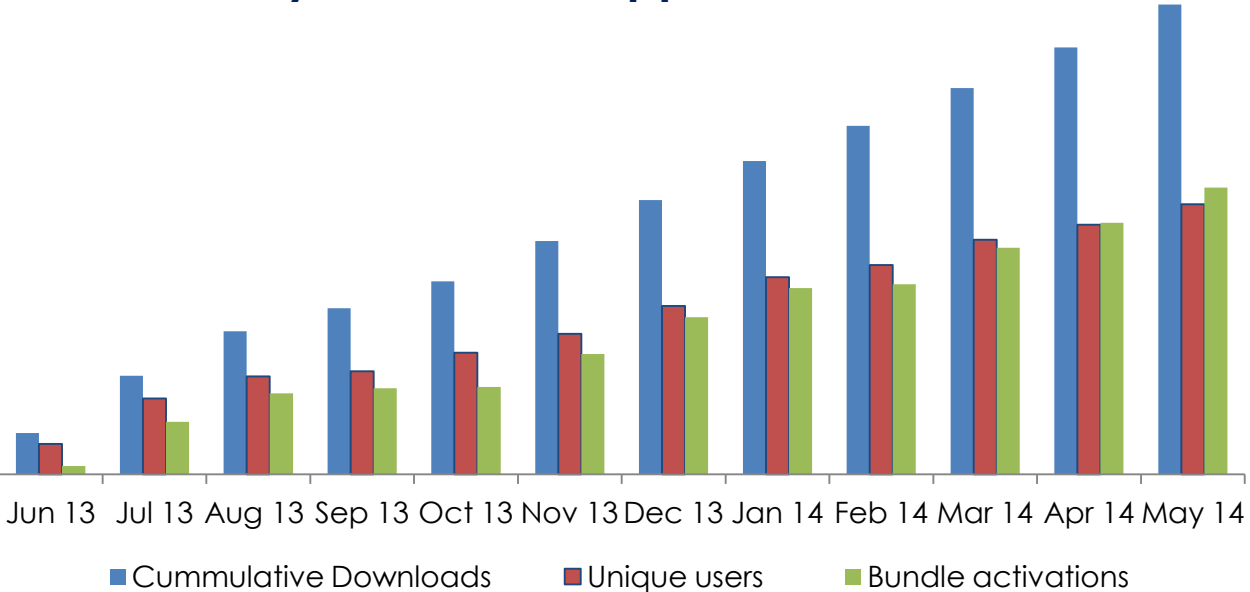


Use Frequency per Month

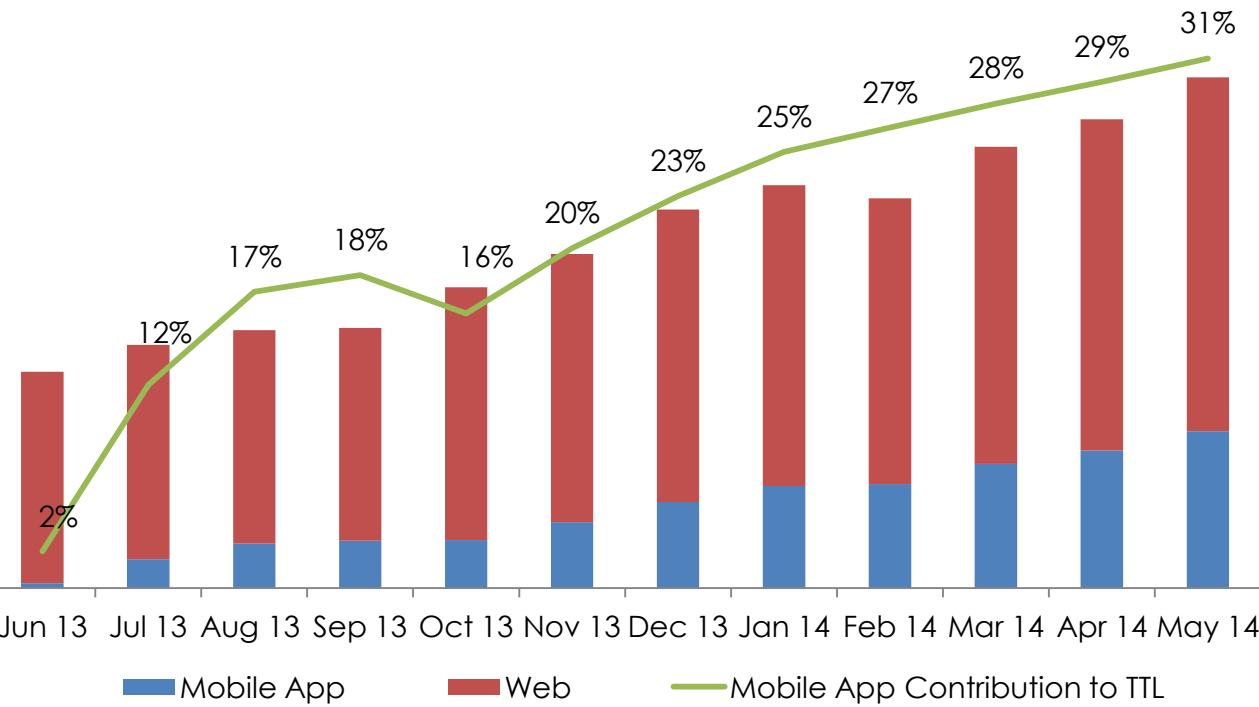
Adobe Digital Index



Trends on myF2G Mobile App



- 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

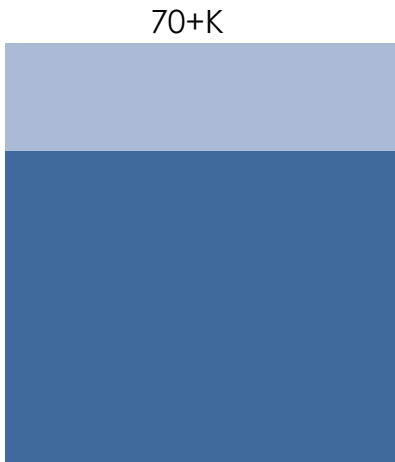


- Steadily increasing mobile app transactions which contributed to 31% of total Online reach
- Increase of mobile transactions is incremental and results to considerable boost to total Online transactions

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%



■ F2G android

■ F2G iOS

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

