

SMSify Company Presentation

SMSify is a leading global SMS mobile operator based out of Canada. We are based at the telecom hub of Canada and operate in a European office to achieve connectivity to 99% of the world's mobile handsets.

We provide leading SMS and MMS messaging solutions for rapidly designing and successfully operating innovative mobile services and applications. SMSify develops superior software that empowers service providers and enterprises to gain competitive advantages and to open new revenue streams by introducing leading mobile technologies and new mobile business models.

Our advanced product portfolio includes mobile messaging platforms and real-time enterprise mobility services. SMSify is today one of the key players in North America and Europe, offering Global SMS Coverage, Premium SMS services in almost sixty countries. Apart from Canada, SMSify has a Branch office in Croatia with representation in India as well.

SMSify offers tailor-made and ready-to-use packages for a seamless mobile presence. We empower companies with mobile solutions so they can develop their business activities by reaching out to customer and employees in a new, effective way.

Our main services are the SMSify SMS & MMS Gateway, the SMSify Premium SMS Platform.

MOBILE SOLUTIONS FOR DIFFERENT INDUSTRIES

Financial markets

Financial markets have faced difficult times recently: mergers and IPO activity has declined, as have broker-dealer commissions, and asset management firms have watched their assets under management shrink rather than grow. To respond to these pressures, a better solution -- one that goes beyond traditional, short-term "cost cutting" -- is called for. With our help, firms are embracing new operating models, unlocking new levels of productivity and discovering real, sustainable value.



Retail

For retailers, success requires using multiple channels to reach consumers, then giving customers what they want, when and where they want it. We also work with clients to make their supply chains transparent and by using mobile solutions; they can share product and marketing information with suppliers and customers.

And because selling great products is simply not enough, we also help companies build great customer relationships. Our comprehensive customer relationship management strategies can enable you to integrate sales strategies across channels; improve distribution, delivery and customer service; and harness mobile technology to enable an intelligent "sense and respond" approach to retailing by tracking individual purchasing patterns, linking supplier information with customer data, and ensuring that inventory and distribution respond accordingly.



The education landscape is changing dramatically. Now more than ever, it involves standardized state and federal testing, making sure that your school is Internet- and mobile-ready, and ensuring that the teachers and administrators are as tech-

In higher education, technology has a pervasive influence across the entire spectrum of the community. From the bursar's office to the science lab to the library -- access to mobile technology is a key. By creating and maintaining parts of your mobile infrastructure, you provide students, educators and administrators with the

We'll help you get there with the right mobile tools. We can team with you to transform the way your administration manages, educators teach



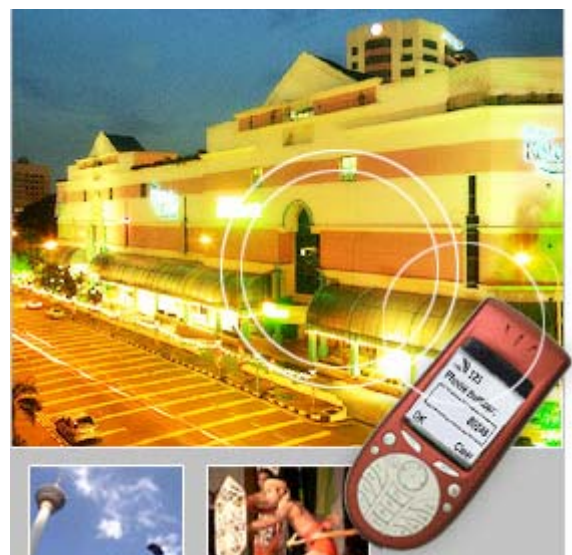
Media

The media industry's abrupt transformation from last century's seller's market to this century's turbulent buyer's market has made it critical for M&E companies to acquire similarly transformed sets of capabilities. These capabilities must include rapid response to customer needs and market changes, and a dogged focus on integrating core processes - all delivered at low fixed-investment levels by extensive use of variable cost structures. Empowering media companies with mobile technology open up new markets, new value added chains and new revenue streams.



Travel and transportation

Sustaining profitability during an era of rapid business change is the challenge in the travel and transportation arena. And now more than ever, the industry is turning to e-business technologies to grow long-term customer relationships, streamline operations, improve security and manage costs. SMSify has the experience and end-to-end offerings to get you there.



Cross-industry



Companies in every industry worldwide are in a race: a race with competitors that are becoming bigger, stronger and more innovative. Globalization, disruptive technologies and industry convergence mean that the rules of the race are constantly changing, too.

Regardless of industry, the organizations who recognize that intense competition and shifting requirements are now the norm -- and then respond to the new reality by learning how to anticipate and quickly respond to change -- will be tomorrow's winners. Start with our unmatched combination of business, industry and technological mobile expertise.

Wholesale distribution and E-commerce

Today, wholesale distributors and e-commerce sites must offer a broader product mix and meet increasingly sophisticated demands from more suppliers and customers. Wholesale companies also face increased competition to gain and maintain customer loyalty. And increased competition squeezes revenue, profits and margins, making it harder to ensure profitability. New mobile technology solutions and initiatives can help wholesale distributors and E-commerce sites meet the challenges of today's economic

