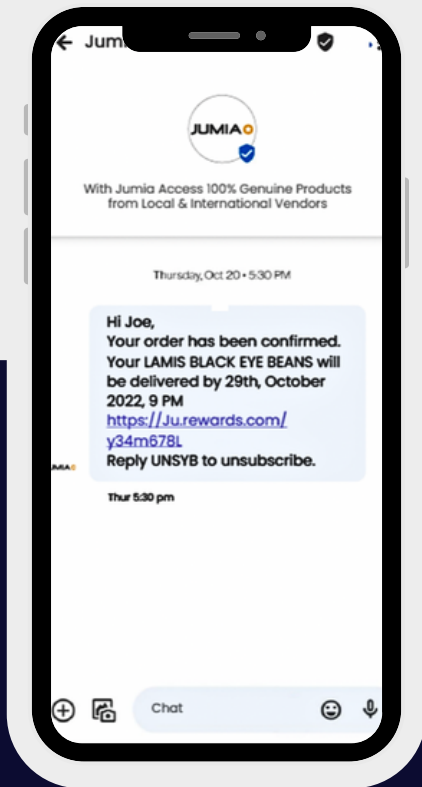


RCS

MESSAGING

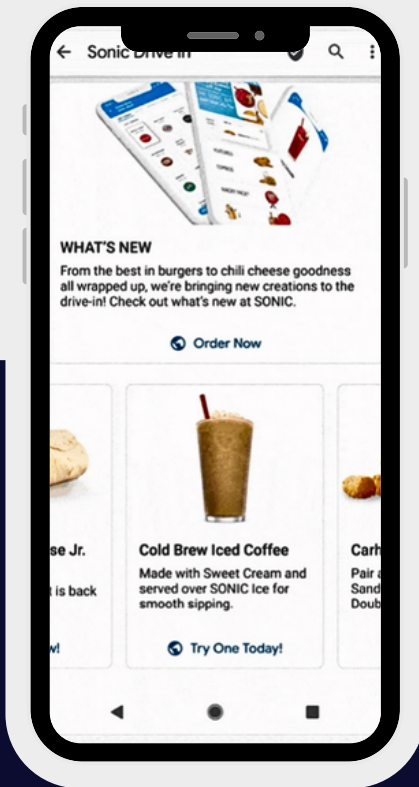
RCS stands for Rich Communication Services and it is the GSMA defined standard for an IP messaging solution that offers a natural upgrade path from SMS.

RCS works in the Messages app in Android, which is also the app for SMS.



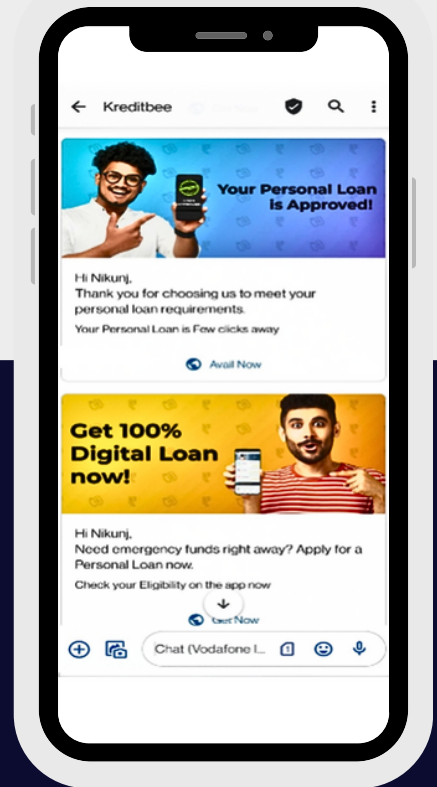
BASIC RCS

Send your text message as an RCS which features your company Brand, building consumer trust and therefore a higher response rate.



RICH RCS

Add pictures, graphics, brochures, videos to your campaign for a richer consumer experience, again increasing ROI.



CONVERSATIONAL RCS

Engage with your customer, generating leads, sales and/or provide support.



Official brand logo and company name/brand displayed in messages inbox



Increase consumer trust with Google verified senders and blue verification tick



A richer consumer experience and consumer trust leads to increased engagement



Customised variables specific to campaign

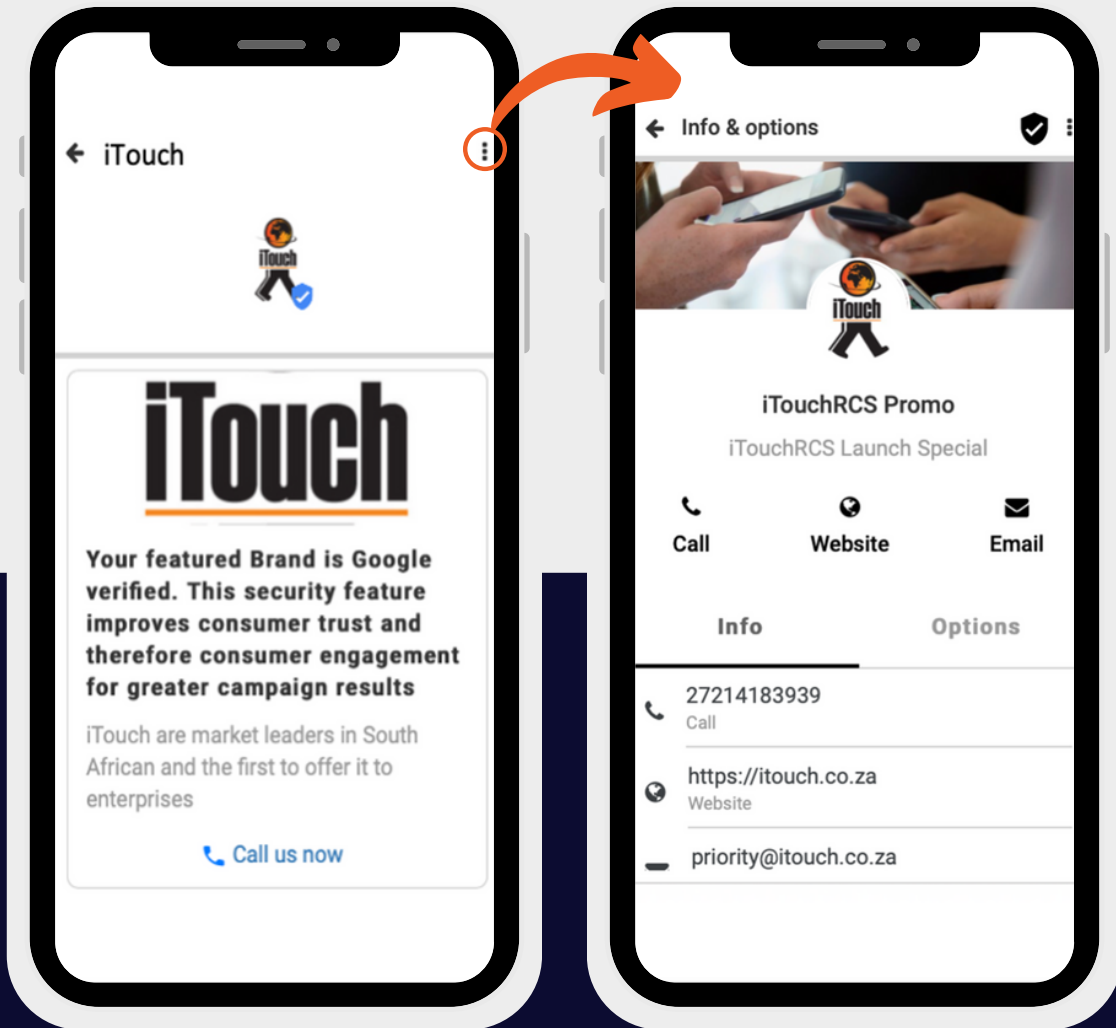


"Call us" or "Call me"



BENEFITS OF RCS

- Customer Interaction
- Company Details Visible
- Google Verified
- Security
- Branding
- Rich-Media
- Read Report vs Delivery report = improved ROI



MITIGATING FRAUD

RCS, as a Google verified platform prevents the spoofing of brands and therefore mitigates fraud via smishing and sim swap, while building consumer trust and increased engagement as a result.