


VoiceAd






Advertisers are confronted with declining effectiveness of adspendings and mobile operators with declining ARPU. Both are looking to ways to revert these trends.



A new mobile advertising channel is now available to realize these goals:
Adfortel's VoiceAds Engine



Marketresearch shows that approx. 1/3 of all mobile subscribers in the Netherlands will opt-in for Adfortel VoiceAds service

VoiceAds Mobile Advertising

Adfortel VoiceAds

Adfortel is provider of the patented VoiceAds Engine. A platform for advertisers and mobile operators which enables a new and innovative way of mobile advertising.

Targeted at the caller The primary function of the VoiceAds Engine is the replacement of the standard waiting tone (...toot...toot...) by a VoiceAd. This happens during the period that the call is being 'built up'. The *caller* will hear the telephone ringing 'at the other end' and, at the same time, will listen to a VoiceAd. During this period of time, the VoiceAds Engine will ensure that VoiceAds targeted at the profile of the *caller* are played, with a maximum length of 10-15 seconds. The average waiting time is approx. 15 seconds, therefore, the VoiceAds can be heard in their entirety. As soon as the person who has been called picks up the phone, the call will start.

Incentive The *caller* can – in exchange for listening to VoiceAds – receive an incentive from the operator, for example, in the form of extra call minutes, extra text messages or a reduction of the monthly bill.

Opt-in The *caller* registers on the website of the mobile phone operator. The VoiceAds Engine is offered as a white label. By registering, the *caller* grants consent (opt-in) to listening to VoiceAds instead of the standard waiting tone.

Profiling The most important goal is to ensure that the right target group is reached at the right time. For that reason, VoiceAds have to be relevant, particularly within the personal environment of the caller: the mobile phone.

Our VoiceAds Campaign Manager has been developed with that goal in mind and can perform various functions, such as planning, profiling and reporting. On the basis of a selection of details (name/address/town, age, education, income and mobile phone number), which are acquired during the registration process, the profile of the *caller* can be established. Then, using the VoiceAds Campaign Manager, VoiceAds can be linked to the right profiles, after which these can be played when *callers* start a tele-

phone call. In such a way, VoiceAds can be played during specific parts of the day and/or on specific days; these can even be geared to a particular region or place. It is also possible to play VoiceAds in different languages.

Interaction After the call has ended, the *caller* can receive an SMS related to the just heard VoiceAd, with for example a coupon or a link to a mobile website.

Market Research

Blauw Research and the Yankee Group have conducted research into the potential of VoiceAds and the state of Mobile advertising in the Netherlands. Highlights are:

- **30% of all Dutch mobile users and more than 50% of Dutch youngsters are interested to earn money with their mobile by receiving ads**
- **More than 26% of all Dutch mobile users are interested in listening to VoiceAds during call setup time when receiving an incentive (Youngsters 46%)**
- **4% of all mobile subscribers will switch to a provider offering VoiceAds**
- **Targeted and relevant VoiceAds increase acceptance**
- **A reduction on the mobile phone bill or additional calling minutes were the most interesting forms of incentives**

Advertisers

Why mobile advertising?

Advertisers landscape Advertisers are nowadays confronted with the following market conditions:

- Declining acceptance of traditional media
- Declining effectiveness of traditional media
- Budget shift to 'New Media' (internet & mobile)

New mobile channel The VoiceAds Engine gives advertisers a new way of mobile advertising, with an enormous potential reach and high effectiveness: the target group will always hear your advert. VoiceAds offer a much wider reach and more instances of interaction than any other of today's forms of mobile advertising, such as via text messaging, mobile Internet, banners or mobile TV.

Forced Exposure This new media channel is highly effective: VoiceAds are always heard by the target group before the call begins. Because of focused targeting on only the target group(s) and because of the one to one marketing, there is no waste and every advertising euro is spent on the target group(s).

Reach The reach of mobile advertising with Adfortel is wide; almost everyone has a mobile telephone and makes several calls every day. The number of direct instances of interaction is enormous!

Operators

New source of income In today's telecom market – where rates are under pressure – increasingly more operators are introducing so-called adfunded services. The income from media sales creates a new source of income for operators.

The disadvantages of many of today's forms of mobile advertising, such as via text messaging, mobile Internet or mobile TV, are the limited reach, the low attention value or the handset dependence. By using Adfortel's VoiceAds Engine and by advertising through VoiceAds, operators are offered the following benefits:

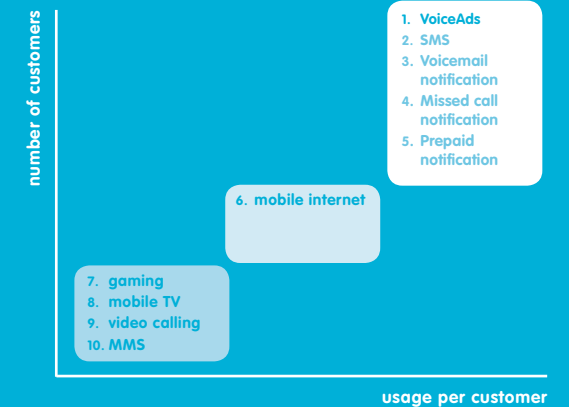
- A handset independent solution
- Availability of detailed profile information of subscribers
- Low investment in technology, high ROI
- A higher ARPU by media sales revenue
- Multi-ethnic applicability
- Wide reach

Incentive The caller can – in exchange for listening to VoiceAds – receive an incentive from the opera-

tor, for example, in the form of extra call minutes, extra text messages, a reduction of the monthly bill, or another type of incentive, all of which is dependent on the operator's ideas.

Integration To implement the VoiceAds Engine, connection to the mobile network of the operator is required. The VoiceAds Engine will be placed in the network and will be driven by our VoiceAds Campaign Manager. The VoiceAds Engine can be hosted on site. It is also possible to integrate existing campaign planning systems with our VoiceAds Engine. The VoiceAds Engine is also capable of integrating with other networks such as VOIP networks and fixed lines.

VoiceAds Engine position



Try it yourself!

The VoiceAds Engine is available on a test platform.

By calling one of the numbers given below, you can experience this form of Mobile Voice Advertising yourself. You will hear the telephone ringing and then a VoiceAd will be played. Every subsequent time that you ring, a different VoiceAd will be available.

The numbers are:

+31 (0)10-22 10 717

+31 (0)10-22 10 718

+31 (0)10-22 10 719

ADFORTEL ADVERTISING FOR TELEPHONY

Adfortel was established in May 2007 and is both a technology provider and full service provider. Adfortel has a platform for VoiceAd services and can deal fully with marketing campaigns with its VoiceAds Campaign Manager.

Patent The Adfortel VoiceAds Engine is 'patent pending' under number 2001230.

More information For more information about our VoiceAds Engine and the opportunities for you, as an advertiser or operator, please contact Igor Hendriksen or Vincent van der Goes.

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