



mimate

The Future of Communication



COMMUNICATION THROUGH MESSAGING APPS

In the ever growing world of smartphones the use of Instant Messaging apps has played a huge role, connecting people conveniently and for free.

- People are now spending more time on smartphones sending instant messages than perusing social networks. WhatsApp users average nearly 200 minutes each week using the service.
- Over 2.5 billion people have at least one messaging app installed.
- Users of messaging services spend 7.6 hours per month with them on average



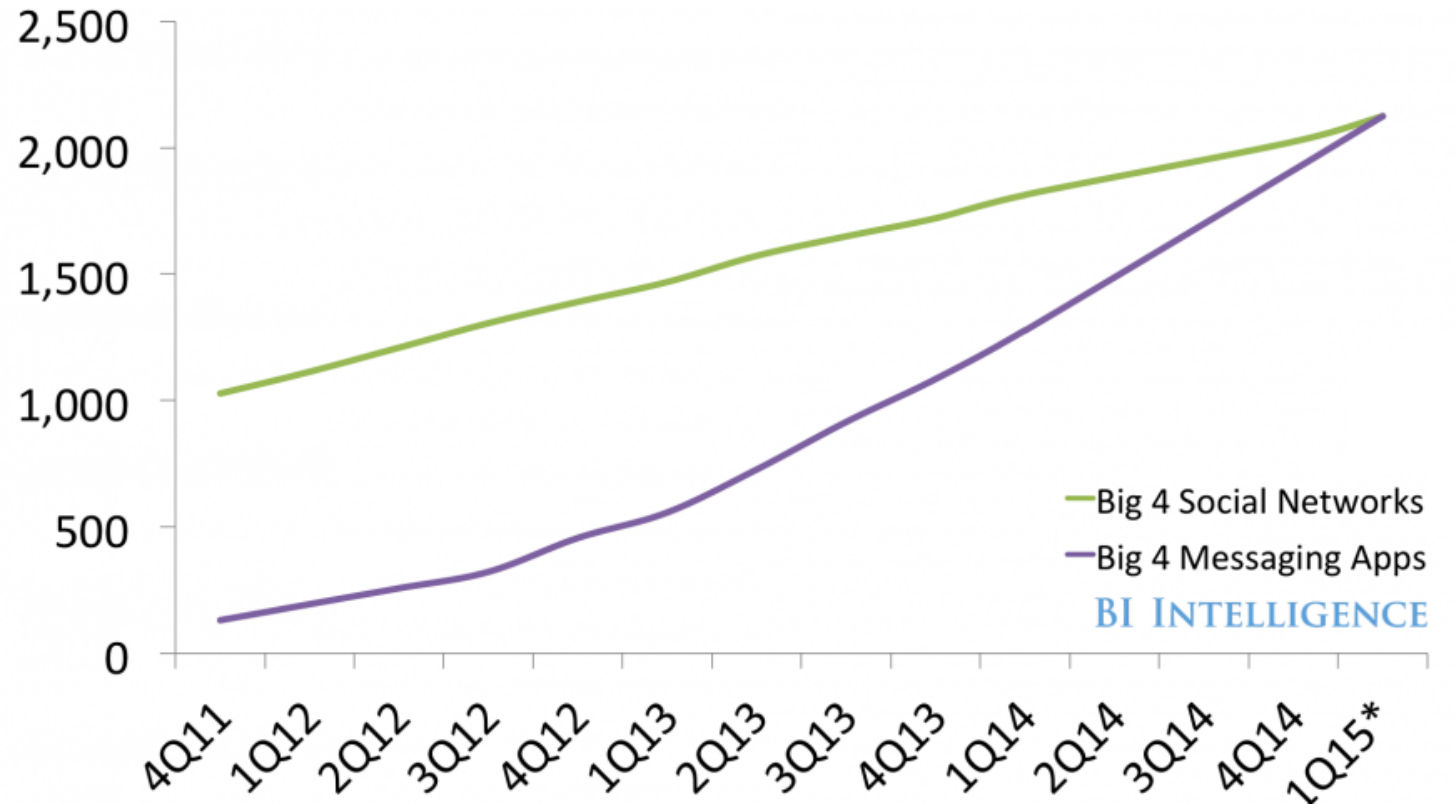
MESSAGING APPS ARE NOW BIGGER THAN SOCIAL NETWORKS

Behind closed doors: the new social media

- Younger audiences protect their online privacy by controlling access to their online personas, removing concerns of parents, schools, or employers seeing their activity.
- Messaging apps make it simple to switch between online personas and groups, and drop them as desired
- Informal medium to meet new people and share common interests
- Multi-media content is engaging and expressive; rendering regular SMS outdated
- Unwanted messages and spam are easier to avoid

Messaging Apps Have Caught Up To Social Networks

Monthly Active Users For Selected Top 4 Social Networks* And Messaging Apps**



Source: Companies, BI Intelligence. *Social networks: Twitter, LinkedIn, Facebook, Instagram. **Messaging: WeChat, Viber, WhatsApp, Facebook Messenger

GLOBAL MOBILE USER DATA SNAPSHOT 2015

TOTAL
POPULATION



7.210
BILLION

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



3.010
BILLION

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



2.078
BILLION

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



3.649
BILLION

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



1.685
BILLION

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

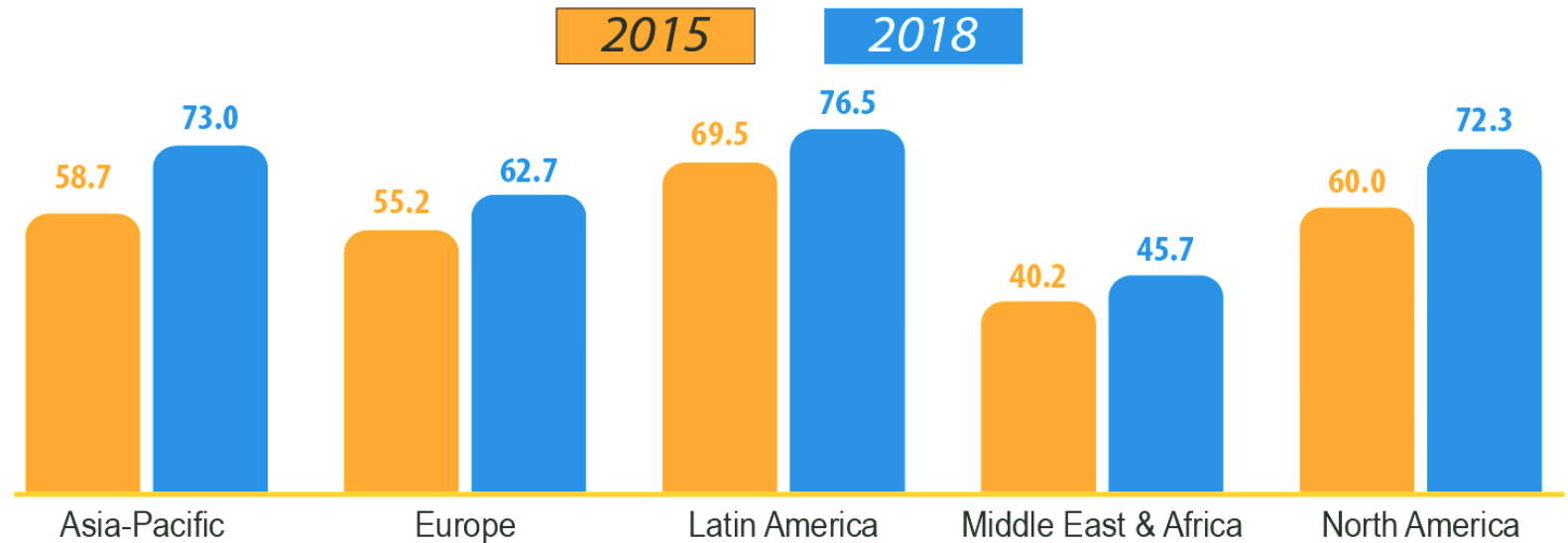
INDUSTRY OPPORTUNITIES

The global market for Mobile Messaging Apps is projected to reach 2.1 billion users by 2020, driven by the growing penetration of smartphones and tablets, increase in social connectedness among the young and old population and availability of cheap mobile Internet services.

The use of messaging apps is also gaining traction in enterprise environments, where enterprise messaging apps are used to improve internal communication, increase productivity and enhance collaboration among colleagues and teams. Asia-Pacific represents the largest market worldwide, led by China, South Korea, India and other South East Asian countries. Other factors driving growth in the region include ballooning base of mobile subscribers and mobile Internet subscriptions, falling data tariff plans, deployment of faster and higher bandwidth 4G networks, availability of free to download apps, and rapid development of telecom infrastructure in rural areas. The Middle East & Africa ranks as the fastest growing market with a CAGR of 16% over the analysis period.

GROWING USE OF MOBILE MESSAGING APPS EXPANDS REVENUE POTENTIAL IN THE MARKET

Penetration of Mobile Messaging Apps Presented as % of Total Mobile Internet Users



DEMERITS OF CURRENT MOBILE APPLICATIONS

With increasing sophistication in mobile application development, there is an equally important need of improving mobile application security mechanisms. Mobile application vulnerability is prevalent irrespective of the operating system and the mobile device on which the apps are installed.

1. Too many apps

How many apps does it take to plan watching movie with friends?

- Different apps for chatting, finding date which work for everyone, selecting movie in nearby movie theaters, checking movie reviews, purchasing tickets, finding direction to the selected movie theater?

2. Security vulnerabilities in many application. Need of platform build on top of latest security infrastructure

3. Missing Synergy between Brands and Consumers

- There is no single platform which ease communication between brands and consumers

4. Mobile commerce is trumping E-Commerce. Chat-Commerce is still open industry.

- eMarketer expects mobile payments to grow 210% in 2016
- People spend more time on apps

5. Full potential of IoT still missing

- IoT is fostering an entirely new paradigm for communication

6. Social cultural values and economical infrastructure vary for each country. Applications which promote local culture and solve real-world problems of native country through single platform are still missing .

7. Artificial Intelligence (AI) is no longer a product of science fiction. Still there is a need of platform which helps AI in solving real-world problems.



THE CHAT COMMERCE REVOLUTION IS COMING

1. Messaging apps already have major advantages over other applications:
 - 100% cloud based. No downloads necessary.
 - High penetration rate as 65% of smartphone users have at least one chat app installed.
 - Chat app know location and intent allowing intelligent delivery of ideal content when user need it most.
2. Messaging apps are going to provide the perfect ecosystem for next generation of applications.
3. Integrated shopping experience inside messaging application is just beginning
4. Prepare for the rise of Chat Bots. People will prefer to interact with Artificial Intelligence via TEXT
4. Brands are going to jump in with bots to transform future digital media and marketing.
5. In the next 5-10 years, websites and email will become irrelevant as interaction with individuals and companies moves onto ever more diversified messaging platforms.
6. The payment systems offered by chatting platform will become dominant currencies and replace many banking processes.



MIMATE – TRANSFORMING MESSAGING PLATFORM TO AN ECOSYSTEM



Juicy Toppings

Creamy Cheese

*A Delicious
Pizza*



+



=



Combining Pakistani IT talent
and European business mindset

FEATURES OF NEW ECOSYSTEM



Basic IM and Calling

The app provides crystal clear On-Net calls and quick IM to application end users as well as enterprises. All the communication is secure and protected, not only eliminating leakage to personal communication but also unintended data outflow.



No Multiple apps

MiMate eliminates the need of installing multiple apps to perform simple tasks. There is no need to install tens of individual application to perform multiple tasks. The app allows multiple enterprise to connect with the ecosystem and facilitates users under one roof



Security

The app allows 100% secure and encrypted services with zero chances of data leakage. Not only the servers but individual installed applications are protected with high level encryption.



Cloud based storage

MiMate is 100% secure ecosystem, backed with high level encrypted servers to store data. The application stores all user and enterprise data on secure servers, communicating through highly secure SSL/TSL layers, thus eliminating the chances of data leakage and security vulnerabilities.

FEATURES OF NEW ECOSYSTEM



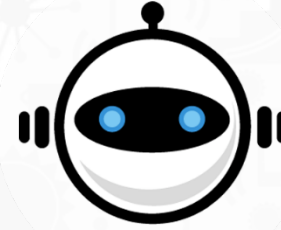
SDK

System provide open developments SDKs for development community, to unleashed the creativity of thousands of developers.



Plugins

Mimate provides readymade plugins for enterprises to integrate seamlessly with system. Easy to use, efficient and state-of-the-art plugins can be downloaded and installed just a tap.



Chat Bot's

Redefine the boundaries of what Bots can do with messaging app. Bots with Artificial Intelligence and Natural Language Processing capabilities shall enable whole new dimensions for messaging platform.



Internet of Things (IOT)

IOT enabled app will give user complete control of physical devices, vehicles, buildings and other items, embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data.

FEATURES OF NEW ECOSYSTEM



High level encryption

Each enterprise is individually protected within a secure encrypted shell with no chances of unintended data leakage. The user connected to the app are also protected by multiple level security starting with high level password encrypted on mobile device.



Localized ecosystem

Most important feature of the app is localization of the features based on the location. The app provide localized personal experience to each user. For example, a user in Italy will be connected with local stores, banks, enterprises, government departments and can communicate directly.



Personalized Support and Communication

Application provides a personalized experience to each user with the help of ChatBots as well human interaction, making it most pleasurable, reliable and convenient



ChatCommerce

ChatCommerce is another major and very important feature of the application. It allows brands to connect and interact with user under one roof. Every brand is connected directly to all users connected to the system, allowing them to provide a personalized support as well as market to millions directly.

FEATURES OF NEW ECOSYSTEM



Enterprise connectivity

Apart from the brands, other enterprises including banks, money transfer, government departments, corporate companies etc. will have direct reach to huge number of users connected to the eco system, making it extremely convenient to communicate.



New opportunities to engage with consumers

Application features direct marketing to a large number of audience connected to under a single roof. A message or brand promotion can reach millions instantly with massive marketing results.



Wallet

Application will provide an electronic wallet to each user for convenient shopping experience. User will be able to top-up wallet via credit card, paypal and other systems provided. The wallet will also facilitate user to transfer and redeem funds with no hassle.

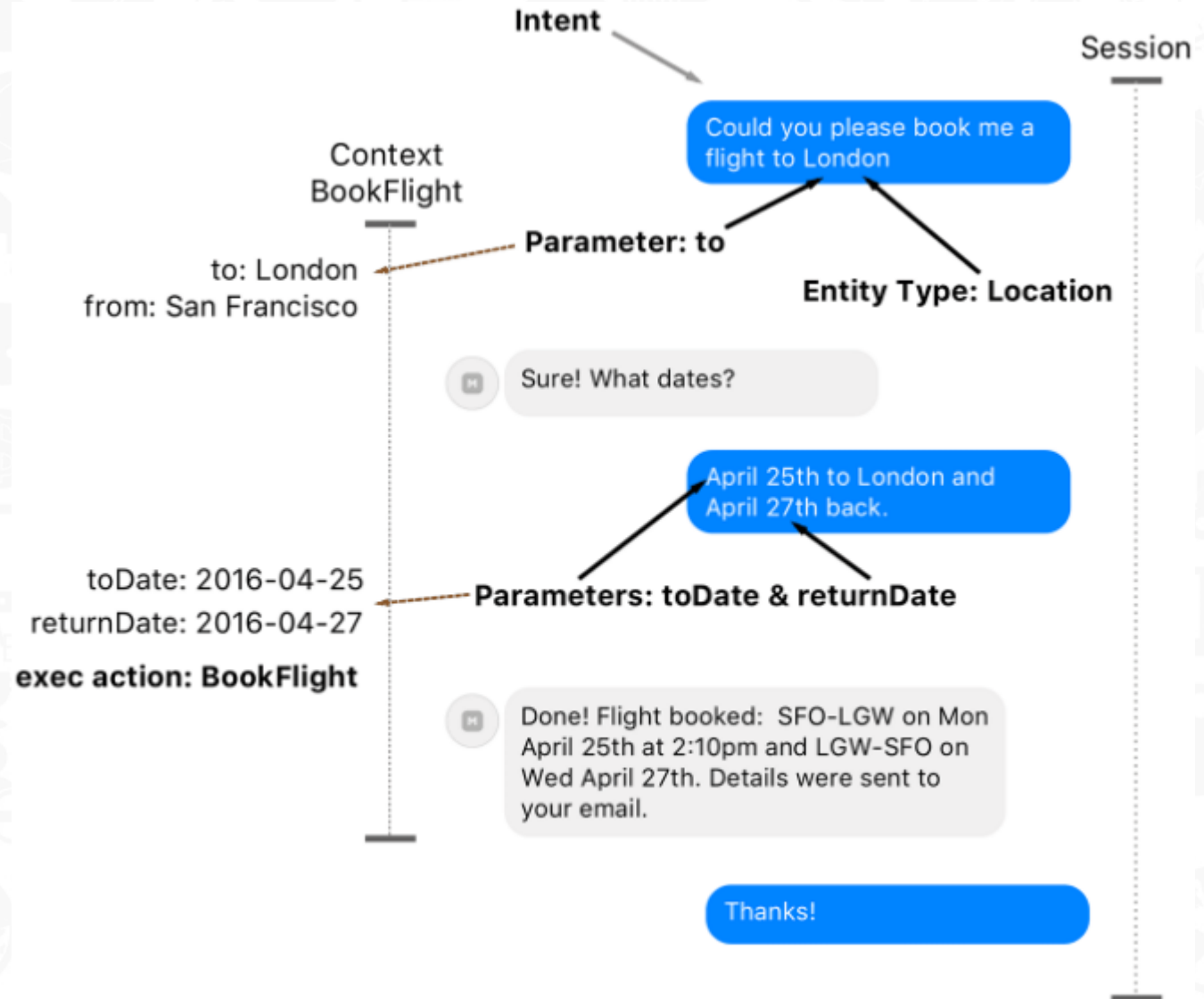


Internet of Things (IoT)

IOT enabled app will give user complete control of physical devices, vehicles, buildings and other items, embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data.

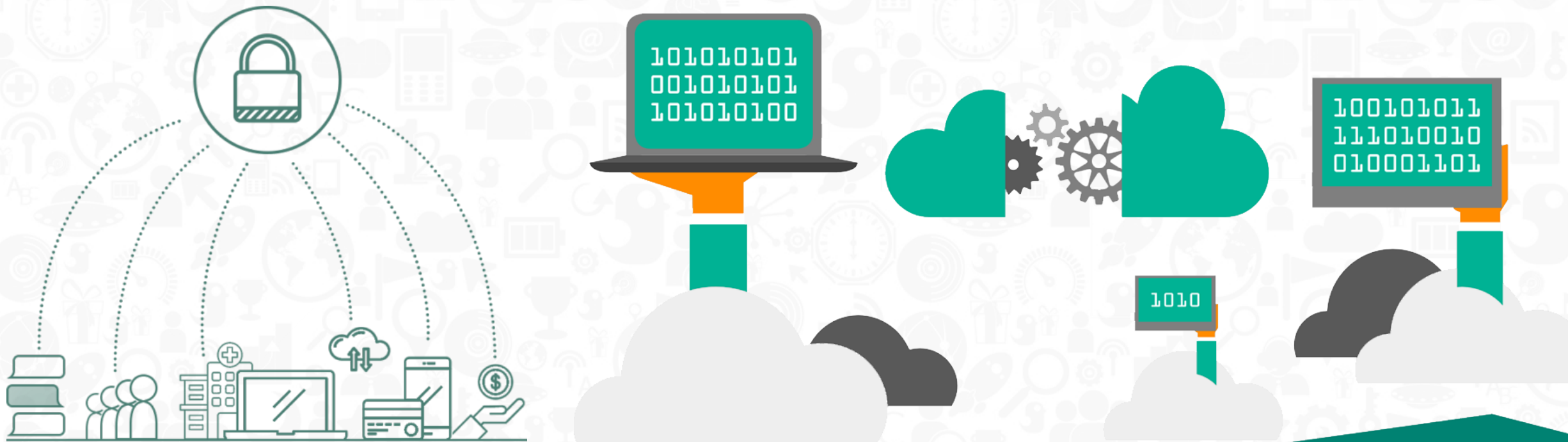
FULLY ARTIFICIAL INTELLIGENCE POWERED PLATFORM

- 1. Bots**
Easily create text or voice based bots that humans can chat through messaging platform.
- 2. Voice Recognition**
Users enjoy a hands-free mobile experience using chatting platform
- 3. Home Automation**
Users are sitting on their couch, and the remote is out of reach. Use chatting application for thermostat if they say they are feeling hot.
- 4. Text Recognition**
Text Recognition using state of art natural language processor. Every bot on the platform, whether it's pre-built, or custom built by third-party is automatically enabled to process requests and execute commands via speech and text.
- 5. AlaaS (Artificial Intelligence as a Service)**
A RESTful API for integrating artificially intelligent chatbots into applications.



ENTERPRISE-GRADE SECURITY AND COMPLIANCE

1. Benefit from a platform that's compliant with federal regulations and AES encrypted end-to-end. Meet strict requirements for HIPAA, PCI, FINRA and others with secure user authentication, built-in access controls, data retention, eDiscovery, and more.
2. A fully functional bots platform means nothing if it's not fortified. Whole system follows strictest guidelines for security and compliance regardless of industry. From personally identifiable customer information to proprietary business data, we put a premium on protection.
3. Multiple layers of authentication
Single sign-on leverage OpenID Connect, SAML, or WS-Federatio



A person wearing a light blue shirt is holding a tablet computer. The tablet screen displays a complex business analytics dashboard. At the top, there is a bar chart titled "Business activity of company and subdivisions" with a red line graph overlaid. Below this, there are several smaller bar charts and a pie chart, all representing different data points and trends. The background is a blurred office setting with a desk and a pair of glasses.

Importance of MiMate Ecosystem for Enterprises

IMPORTANCE OF MIMATE FOR ENTERPRISES

Communication is the art of transmitting knowledge, ideas, information and thoughts from one person to another. The transfer should be such that the receiver understands the meaning and the intent of the message and give proper feedback.

There is a huge gap in communication between enterprises, within enterprises and with end users. Most of the enterprise have their own web based information and customer compliance system which are mostly not in the reach of common users and users have to struggle a lot to get the right piece of information. Similarly, enterprises have very little exposure to users and it takes massive resources to communicate with users and spread a public message. Another major issue faces by enterprise is security of data which is a critical factor that limits enterprises to

At the moment there is no facility that allows enterprises to communicate with the large number of users via single platform. To fill up this gap, it is need of the time to have a single, secure and authentic platform that allows swift communication.

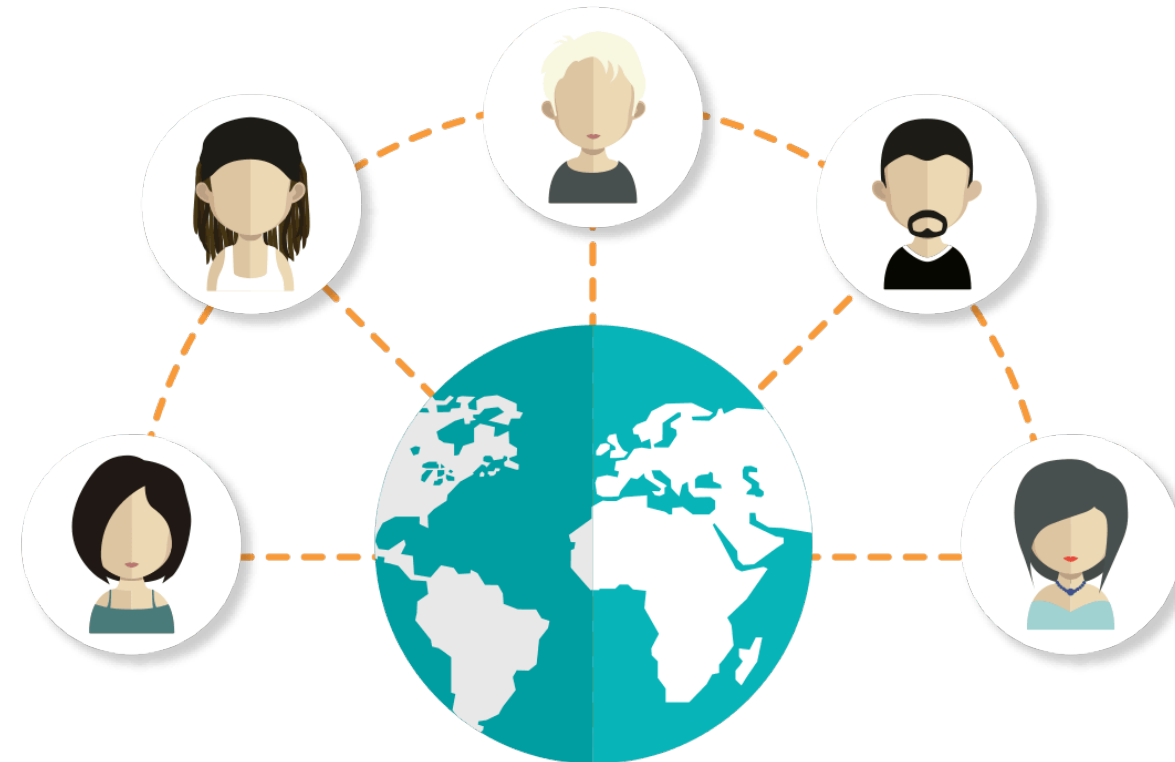
Importance of MiMate ecosystem for enterprises:

1. Reach large number of audience

Every enterprise needs large number of audience to market and convey their message but the lack of single communication platform results in limited number of audience. MiMate connects enterprises and end users via single and secure platform to communicate with large number of audience connected to the ecosystem.

2. Eliminate communication gaps between enterprises, within enterprises and public

The absence of single platform results in communication gaps between enterprises, within enterprises and especially with end users. MiMate resolves the issue and provides a platform that allows enterprises to communicate not only with end users but with other enterprises and with in enterprise.



IMPORTANCE OF MIMATE FOR ENTERPRISES

3. Reduced budgets to transfer information and public messages

Enterprises and organization have to spend large sum to convey their message whether it's a public message, marketing or general information through multiple channels newspaper, television and printed material. MiMate allows enterprises to communicate in the most effective way 'messaging'. Millions of users use messaging apps regularly as compared to reading news papers, watching TV or reading other printed material.

3. Massive revenue generation and business growth

Lack of proper communication and marketing results in limited revenue generation and business growth. Every enterprise needs the confidence of customer in order to convert one customer into many. MiMate allows enterprises to market their products/services to large number of users, which can turn into potential customers, thus providing a medium for massive revenue and business growth.

5. Communicate to Brand with their names

Eliminate the need of phone numbers. MiMate allows consumers to contact and communicate with brands using their names.

6. MiMate Store

Allows merchants to create and manage their chat commerce based store. Merchant can manage their products and sell to consumers via interactive chat. Consumer can purchase with easy purchasing options.

7. Enormous lead generation

In absence of proper medium for communication, organizations and enterprises suffer massive losses and poor end-user satisfaction. In return, this results in poor lead generation which results in gradual business loss. The swift and convenient platform provided by MiMate allows enterprises to generate more leads through quick communication and customer satisfaction, turning them into business.

8. Lack of information availability

Lack of proper availability of information is another setback for enterprises. People need quick and fast way to get required information which is almost impossible at the moment and end user have to struggle a lot to get the right piece of information. MiMate allows enterprises to provide proper information to end users in minutes through personalized support and BOT's.



IMPORTANCE OF MIMATE FOR ENTERPRISES

9. Security of data and communication

Poor security and data leakage are the major night mares for enterprises. Most of the enterprise hesitates to engage and entertain end users due to server security issues. MiMate allows 100% secure and encrypted services with zero chances of data leakage. Not only the servers but individual installed applications are protected with high level encryption.

10. Cross culture societies and language barriers

The presence of an enterprise in cross cultural societies may suffer from the language barriers. The organizations are unable to entertain multiple languages or they have to spend a fortune to communicate with end-users speaking multiple languages. MiMate eliminates this problem by providing a secure platform that allows automatic translation of messages into desired language. No matter what language an enterprise uses, end user will receive message in their own language. Enterprises can suffer if communication is done without understanding the client and its culture. In order to convey message properly it is extremely important to understand the thinking, culture and cultural values of the end user. MiMate takes care of this issue and divide users in sub groups based on their culture and ethnicity. It allows enterprises to communicate with confidence and without a chance of having a problem.

10. Provision of local ecosystem

A major advantage to the enterprises is that MiMate provides a local ecosystem that allows enterprises to communicate within their local community. No one understand culture, community and issues better than an organization operation within the country. Local ecosystem allows enterprises to engage more users as per culture of the community as compared to alien organization that doesn't understand the requiems of the local market.





Promising features for
end-users

MIMATE PROMISING FEATURES FOR END USERS

3. Secure and encrypted data

End user can enjoy secure communication with their peers, friends and families. MiMate ensures the security of data at highest level to give peace of mind to end user which was not possible before. Data leakage and miss use of personal information has been a nightmare for end-users. Mimate provides an encrypted and protected environment with zero chances of intentional or unintentional data leakages.

3. Chat Commerce for end user

A new and promising feature for end user is chat commerce. User can enjoy ordering and purchasing from multiple brands within the application whether its ordering food, buying new dress, getting tickets or planning a vacation.

4. Personalized support just a tap away

MiMate provides personalized support to each user via Chatbots and customer service representatives. Facilitating and satisfying the user the number one goal of the new ecosystem. Help and support is available for users just a tap away.

6. Money transfer and shopping via wallet

Mimate provides users with their own wallet for their needs. No matter its paying for a dress, ordering pizza, buying a gadget, booking a ticket or sending money to the family. Easy top-up and quick payment just with a tap. MiMate also facilitates user to make payment via credit cards and other mediums.

7. One app that does all

No need to install tens of apps to do simple things. MiMate eradicates the need of installing multiple apps and facilitating user under one roof with what ever they need. It not only increases the battery life of the mobile device but also protects from malicious apps.



MIMATE PROMISING FEATURES FOR END USERS

8. Free calls and messaging.

MiMate provides free crystal clear calls and rich chat environment for users. No need to install unsafe multiple applications when communication is secure and encrypted at every level.

9. Don't speak their language . No problem

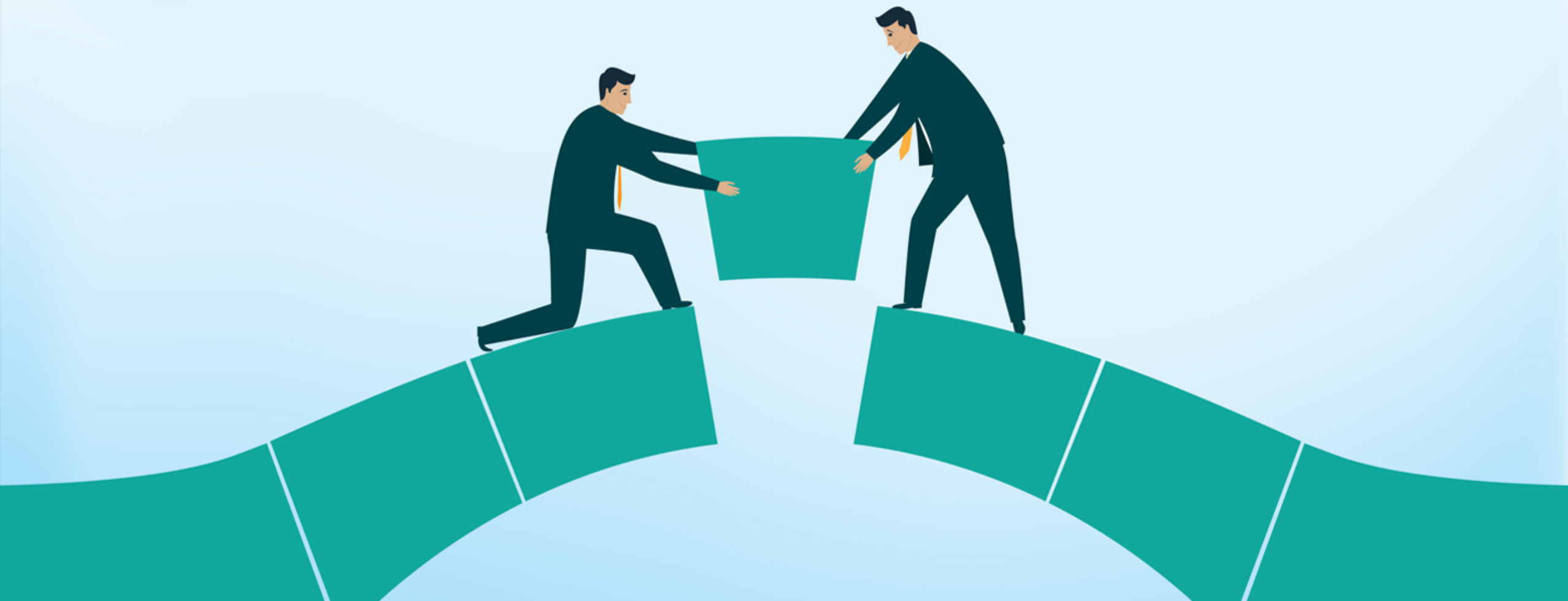
MiMate provides automatic language conversion no matter what language you use. The intelligent translator automatically detects the language of sender and receiver and translates messages in to the native language. Now making new friends and getting acquainted with foreign friends never been so easy.

9. IoT for end users

This is the new era and now technology is not limited to multimillionaire organizations. MiMate provides end user with most advanced IoT features that allows user to control their life weather its unlocking the door remotely, getting home and car security messages, locking your car remotely or turning your machines on. Only MiMate allows user to stay on top of everything and always stay in control.



MiMate - Eliminating communication gaps



MIMATE – A BRIDGE TO ELIMINATE COMMUNICATION GAPS

MiMate is the key source to eliminate the massive gaps in communication. MiMate is a local ecosystem because it is created by locals, run by locals and serviced by locals. Availability of local ecosystem allows enterprises to understand the culture, communities and problems like none other.

Let's have a look how MiMate can build a bridge to eliminate communication gaps:

- 1. Local Ecosystem:** No one understands the problems, community and culture better than the residents of that community. MiMate provides a local ecosystem operated by local enterprises and community which allows better understanding of local problems and how to engage local residents.
- 2. No Language Barriers:** A major issue while communicating is not understanding the message or transmitting a message that is not understandable to the community. MiMate eliminates this issue by providing communication and user engagement in the language of the local community. Moreover, MiMate allows users, no matter enterprises or end-users to communicate in any language by intelligently translating the content to the language of the user.
- 3. Quick Communication:** Since it is a local ecosystem, users will not have to wait long to receive a reply. All the infrastructure will be available locally, provided with local content that will allow users to receive information quickly without any hassle.
- 2. Local Support:** Every user can receive support from local enterprises in their local language. There will be no cross-language communication, making it easier and understandable both for enterprises and users.





Made in Italy



Made in Pakistan

Your Local App Your Country Your People

- Launching a new Application with new Brand Name for each country provides a best advantage.
- So it is your Local Application which knows best about cultural norms, customs , values and etiquette of your own Country.
- Your Local Application knows what is best for your people and what are the needs which can be fulfill to help whole community.
- Implementing legal and regularity compliance of country opens a new door for making business integrations with government and public private sectors.



Lost at the air-
port and need
help?



Your helpdesk just a tap away!

The application allows private and government organization to include helpdesks with the system to facilitate users. At the airport, train station, bus station, hospital or any other location, application will provide customers a helpdesk to answer their questions and provide required information.



Welcome to Milan Airport.
How may i help you?

Flight departure time of
AirFrance335



The flight departure time of AirFrance335 will be 03:00PM(3 hours to go) from gate #2. Please proceed with boarding process at counter number 13.



Public information
exchange system
for Government
departments



Ladies and gentlemen,

Need information about your passport applicaiton?

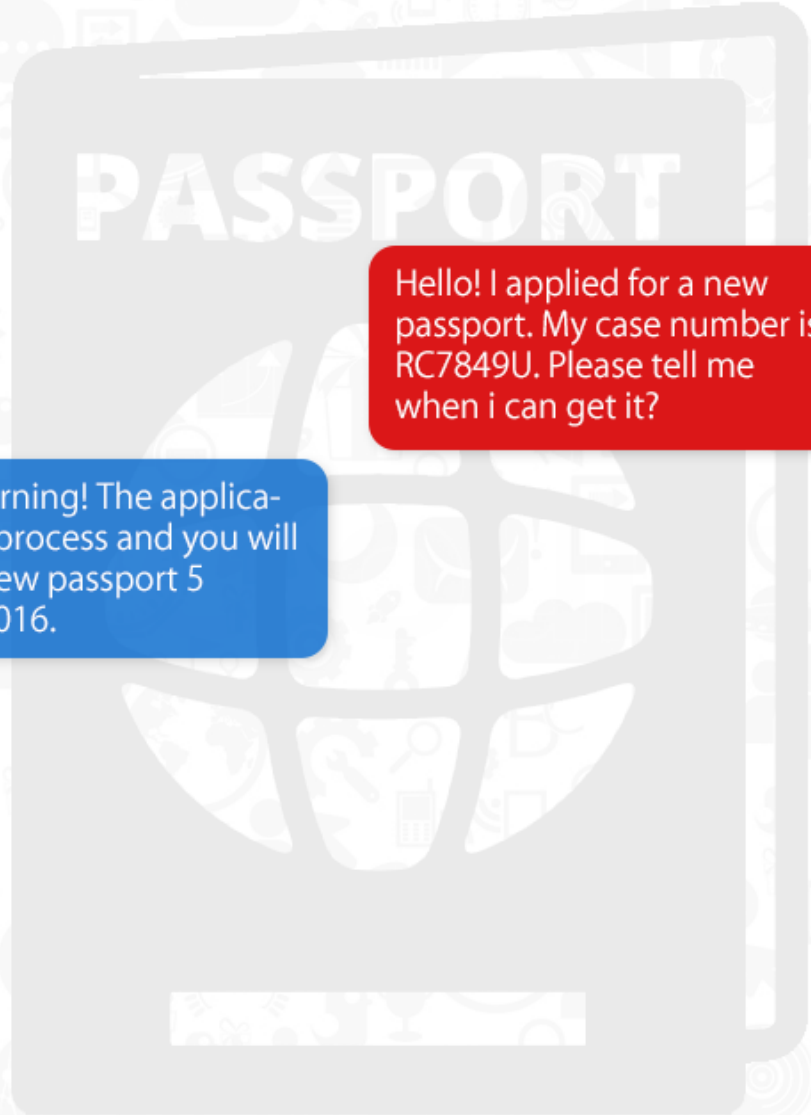
The app facilitates government and public sector departments to communicate with public to resolve their issues quickly and answer their queries. When every information is required user can select the department and present his query, a chatbot or representative will answer and satisfy the user. This feature will minimize the gap between public and government departments and will increase the credibility of government.



Good morning! The application is in process and you will receive new passport 5 August 2016.



Hello! I applied for a new passport. My case number is RC7849U. Please tell me when i can get it?



Planning a
vacation,
never been
so easy and
fun!



Just enjoy! Let us worry about arrangements

Making travel plans never been so easy. With available help, user can get all the information required about the desired destination without any hassle. User not only get the information but can also book his/her destination in minutes and can easily pay via credit card or wallet.



Hello! Sure, please let me suggest some nice and warm locations.



Thailand
From \$2000(roundtrip)



Pakistan
From \$1500(roundtrip)



Dubai
From \$2000(roundtrip)



Mauritius
From \$1500(roundtrip)



Done. Happy Holidays :)



I want to spend winters at some warm and cozy place, not too expensive. Can you please suggest some options?



Excellent. Please send travelling details and book my trip for two for Dubai.



On a quick
shopping
spree!



Shopping never been so easy and fun!

With the presence of all major brands, shopping would be a great fun. When every user needs to buy something, he/she will just tap on the brand store and a friendly customer service agent will guide to the dress of choice. With integrated payment module, user can buy chosen dress instantly with credit card or wallet.



Absolutely! let me suggest some nice dresses for you.



Check this one out. Its nice, decent and elegant. Perfect for your big day.



Price is US\$125 and you will receive it within 2 days.



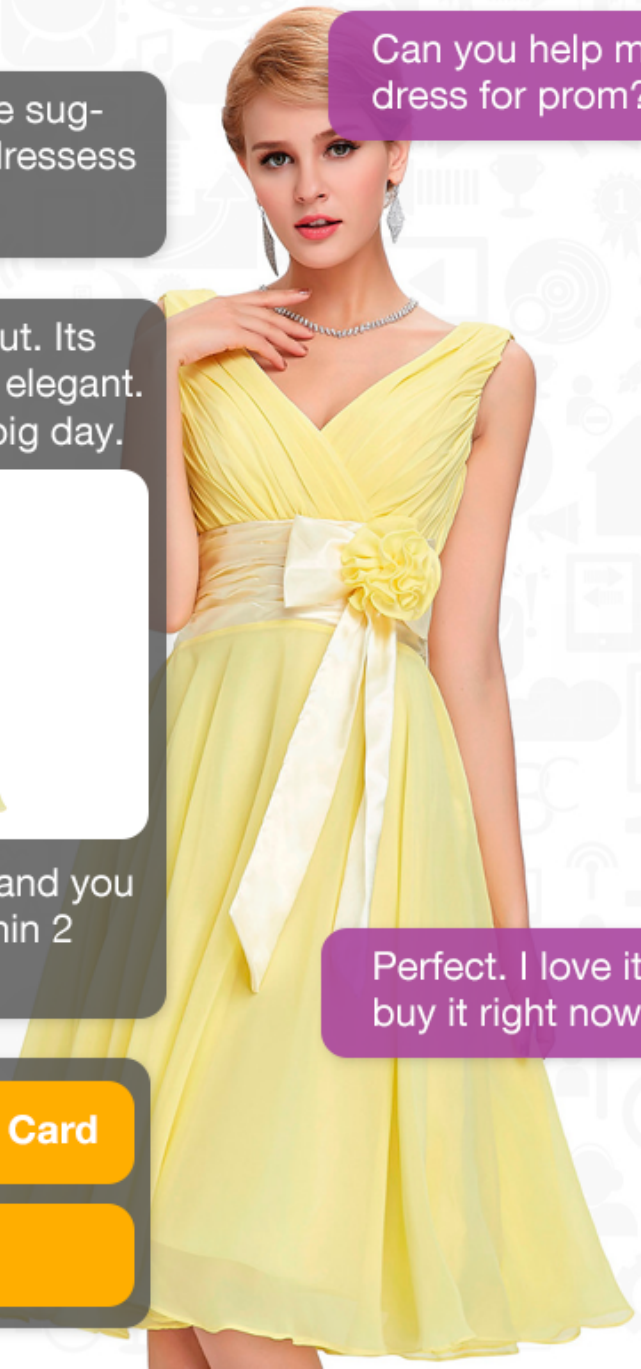
Pay with Credit Card

Pay with Wallet

Can you help me buy a dress for prom?



Perfect. I love it. Want to buy it right now 😍



Easy of payment through multiple channels

Enjoy payments via multiple. Weather you use in-app wallet, credit card, PayPal or other channels.



Very Well. Please give your credit card details below.

Credit Card Number

6898745879651487

CVV Number

296

Expiry Date

November

2019

Buy Now!



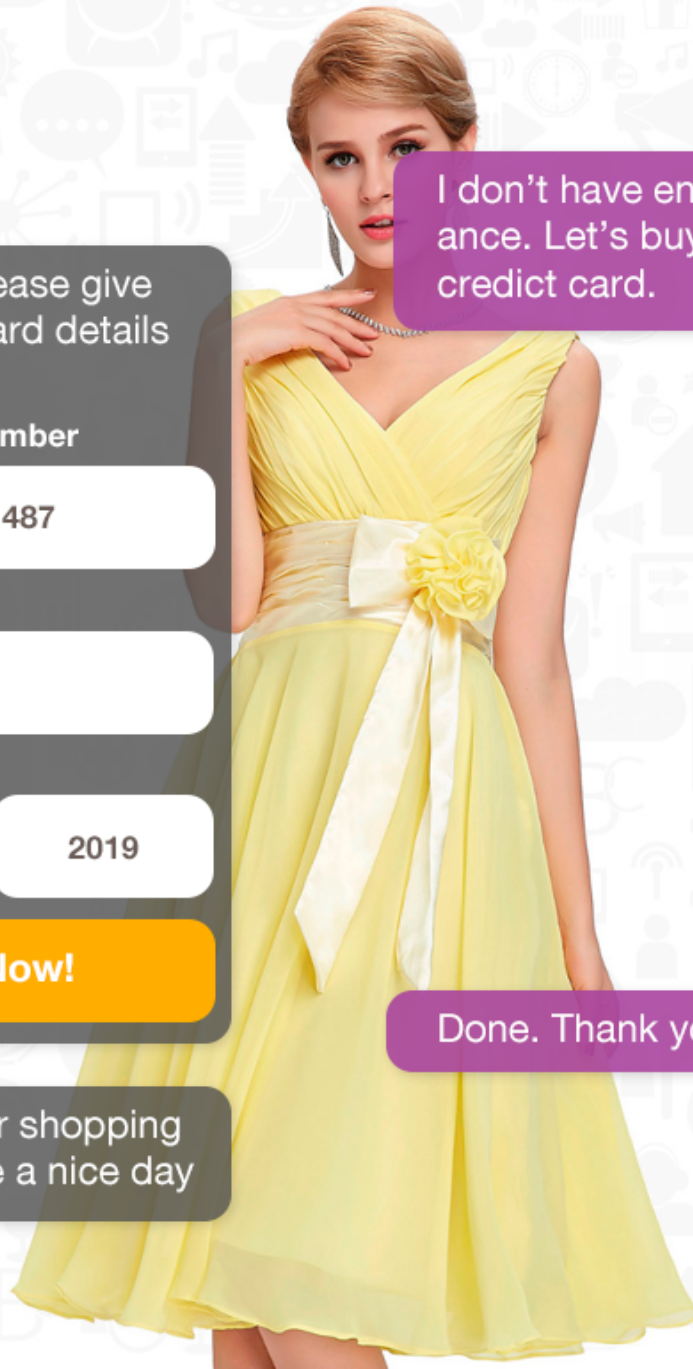
Thank you for shopping with us. Have a nice day



I don't have enough balance. Let's buy with credit card.



Done. Thank you!



Craving for a
delicious
cheesy pizza?



Hungry!

Will be there in 30 minutes

Ordering food would be easy as 1, 2, 3. User can choose his desired item, buy and get it delivered to his/her address in no time. With the availability of restaurants and take away with in app, anyone can order food or reserve table with just a tap.



Welcome! Please select your pizza from our menu

CHEESE

CHICKEN

PEPPERONI



Here you go. Your total bill is \$11 and you will receive it in 30 mins.



ORDER

Hello! I want to order a large size pizza.



I want a large size double cheese pizza with pepperoni sausage.



Perfect. Thanks a lot.



Damn! Lost
your keys and
can't get in?



No worries! IoT enabled app can help you

IoT enabled app will give user complete control of physical devices, vehicles, buildings and other items, embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data.



No problem honey!
Sending you key.



Hello Adam. You received an access key from Symantha. The key is valid for 90 seconds.



UNLOCK DOOR



Hey Mom! I lost my key.
Please send me a key so
i can unlock the door.



Thanks Mom. I am in ..
love ya.

Why wait on
the road in
rush hour?



Your cab is just a tap away!

Calling a cab won't get any easier. Just choose your cab company and send your location. Company chatbot or CSR will respond immediately and will redirect nearest cab to your location with cab number, driver details and estimated time of arrival.

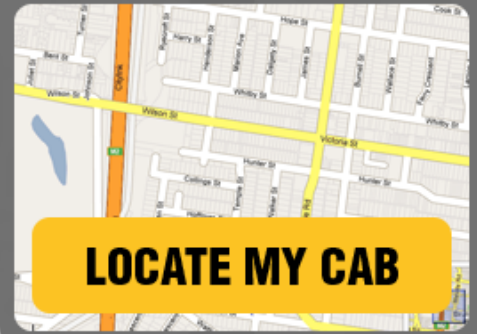
I need a cab please. Sending you my locaiton.



CABCO Surething. Recieved your location.



CABCO On its way madam. Cab number is 498. Approximate time is 15 minutes.



Stop wrestling
them. Choose
a smart way.



A smart way to get what you really want

Vending machines can be a real problem when a wrong item is selected, machine is having some technical problem or you have no coins. A new smart way to get what you need is with MiMate. Just choose your product, make payment from our wallet and enjoy your treat.



Welcome! What would you like to buy?

I wan to buy product 13



Thank you! Your product #13 on machine 289659 is M&M's Crisp and price is \$1.



BUY!



Thank you! Please collect your product from the drop vent of the machine. If you have a problem, please contact our customer support.

CUSTOMER SUPPORT

Thank you.



Smart way to
transfer funds
quickly.

MONEY
TRANSFER

Transfer funds as quick as 1, 2, 3...

No need to go to bank or money transfer facility. Now there is a smarter way to make payments and transfer money instantly without any hassle. Just select your contact, give your PIN number to wallet and its done.



Sure thing! How much do you need?



No problem brother. Transferring you via MiMate wallet right now.



Its all right. Thats what the brothers are for. You are welcome anytime.



Hi Pete! I need some money urgently. Can you help me out?



\$500



Thanks a lot. I really appreciate your help.

Quick and smart way for smart people

No need to go to bank or money transfer facility. Now there is a smarter way to make payments and transfer money instantly without any hassle. Just select your contact, give your PIN number to wallet and its done.

A vertical smartphone screen showing a money transfer process. At the top, an orange bubble says "Please transfer \$500 to Jim Morgan" with a contact photo. Below is a grey bubble with a robot icon saying "Please enter your wallet's PIN below and confirm transfer". A PIN input field shows "2 9 6 4". An orange "TRANSFER" button is below. A final grey bubble with a robot icon says "Transactions Successful! \$500 have been transferred to Jim Morgan. Your transaction ID is 23149 and your remaining wallet balance is \$900." At the bottom, an orange bubble says "Thank you." with another contact photo.

Please transfer \$500 to Jim Morgan

Please enter your wallet's PIN below and confirm transfer

2 9 6 4

TRANSFER

Transactions Successful! \$500 have been transferred to Jim Morgan. Your transaction ID is 23149 and your remaining wallet balance is \$900.

Thank you.

A vertical smartphone screen showing a confirmation message. At the top, it says "FUNDS TRANSFER". Below is a grey bubble with a robot icon saying "Hello Jim! You just received \$500 from Pete Morgan. Your wallet has been updated and your balance is \$1000." Below that is a grey button that says "THANK YOU PETE!".

FUNDS TRANSFER

Hello Jim! You just received \$500 from Pete Morgan. Your wallet has been updated and your balance is \$1000.

THANK YOU PETE!

Learning a language just a tap away.



안녕하세요

ΓΕΙΑ

こんにちは

guten tag

Talofa

bonjour

mahalo

Hello

hola

CIÀO

你好

नमस्ते

GODDAG

ПРИВЕТ

Zdravo

नै नै नै

Learn the smart way, from real professionals

Want to learn a language? No need to go to armatures who doesn't even speak properly. With a new smart way, learn from real native professionals. The app helps you to learn any language from the true professionals and give you a chance to understand, not only a new language but also a new culture.



Great! You are doing well Amanda. Here is your next lesson



Hello! How are you? My name is Amanda. I am from United States.

您好!你好嗎?我的名字是阿曼達。我來自美國。

Nín hǎo! Nǐ hǎo ma? Wǒ de míngzì shì āmàn dá.



It is pronounced like this in Chinese



Hello Mr. Shann. Please send me my next language lesson



Thank you Mr. Shann



Got it. Thank you. Let me practice and i will get back to you for next lesson



Smart Pass.
A smart way
to travel.



Get your tickets anytime, anywhere

Don't have ticket and you need to travel? No need to stand in lines or worry. With a smart app available just tap and buy ticket not only to buses, trains and flights but also to concerts and other shows. Just scan your smart code from you screen and you are good to go!



Welcoem! Please select an option

€55/monthly

€15/weekly



Milan Metro Pass



Please scan your code at the entrance. The code is valid till 15th September, 2016

I need a monthly pass for metro



Let's go with monthly pass



Thank you!

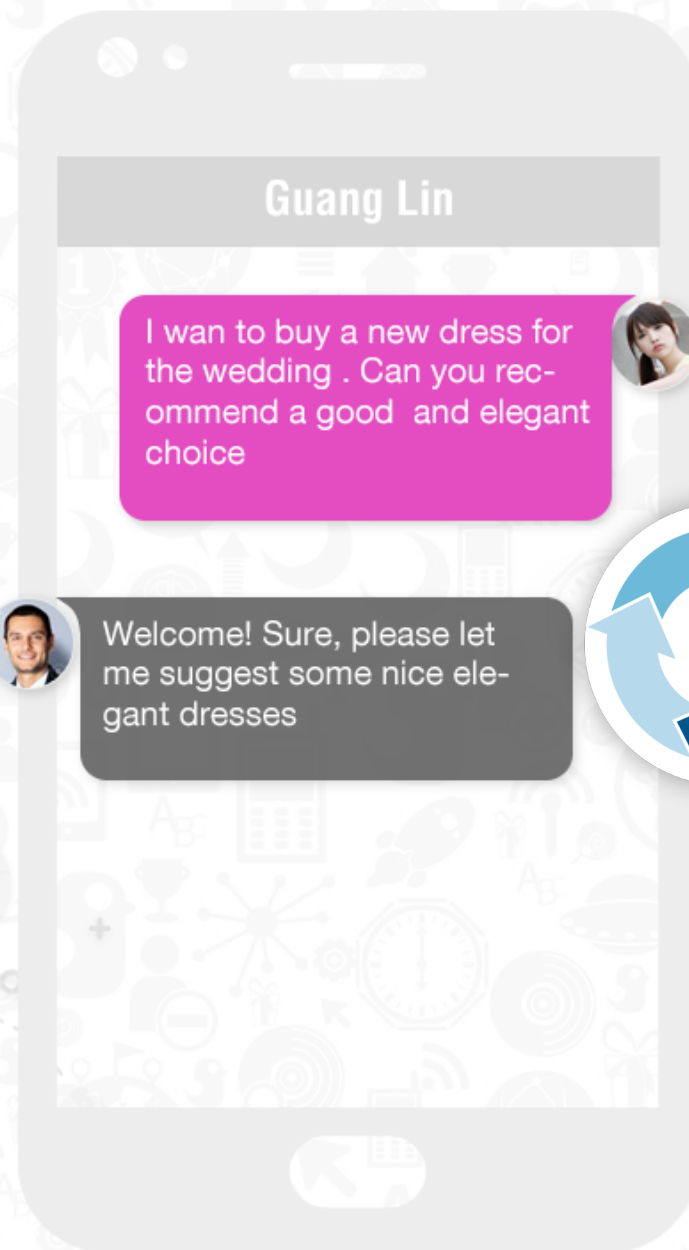


No matter where
you are and
what language
you speak



Foreign communication never been so convenient

A very important and unique feature of the application is multilingual support. No matter where you are from and what language you speak, you won't have any problem communicating with anyone. Just use your own language and app will intelligently translate your message into the language of recipient. What else would be more convenient than this?



Over view of **Italian**
mobile application
usage and business
market



DIGITAL IN ITALY - JAN 2015

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



60.8
MILLION

URBANISATION: 68%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



36.6
MILLION

PENETRATION: 60%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



28.0
MILLION

PENETRATION: 46%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



82.3
MILLION

vs. POPULATION: 135%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



22.0
MILLION

PENETRATION: 36%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

ANNUAL GROWTH - JAN 2015

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+3%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



+8%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



-15%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+11%

* SINCE FEB 2014

SOCIAL MEDIA USE - JAN 2015



BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



28.0M

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



46%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



22.0M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



36%

MOBILE ACTIVITIES - JAN 2015

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



23%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



26%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



16%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



16%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



16%

E-COMMERCE BY DEVICE - JAN 2015

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE POPULATION WHO USED A PC TO RESEARCH A PRODUCT TO BUY LAST MONTH



39%

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A PC LAST MONTH



39%

PERCENTAGE OF THE POPULATION WHO USED A MOBILE PHONE TO RESEARCH A PRODUCT TO BUY LAST MONTH



20%

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A MOBILE PHONE LAST MONTH



16%

Over view of **Pakistan's**
mobile application usage
and business market



DIGITAL IN PAKISTAN - MAR 2015

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**189.1
MILLION**

URBANISATION: 36%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



**29.1
MILLION**

PENETRATION: 15%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



**19.6
MILLION**

PENETRATION: 10%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN THE COUNTRY,
NOT UNIQUE USERS

MOBILE
CONNECTIONS



**149.2
MILLION**

vs. POPULATION: 79%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



**16.2
MILLION**

PENETRATION: 9%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS ON THE MOST ACTIVE
SOCIAL PLATFORM IN THE COUNTRY,
NOT UNIQUE USERS

DIGITAL GROWTH TRENDS - MAR 2015

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+47%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



+72%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+15%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



+113%

SINCE JAN 2014

SHARE OF WEB TRAFFIC - MAR 2015



BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB
PAGES SERVED:
LAPTOPS & DESKTOPS



50%

YEAR-ON-YEAR:
-16%

SHARE OF WEB
PAGES SERVED:
MOBILE PHONES



46%

YEAR-ON-YEAR:
+24%

SHARE OF WEB
PAGES SERVED:
TABLETS



3%

YEAR-ON-YEAR:
+13%

SHARE OF WEB
PAGES SERVED:
OTHER DEVICES



0%

YEAR-ON-YEAR:
-

SOCIAL MEDIA USE - MAR 2015



BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



19.6M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



10%

TOTAL NUMBER OF
ACTIVE SOCIAL USERS
ACCESSING VIA MOBILE



16.2M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



9%

MOBILE PHONES - MAR 2015

BASED ON THE NUMBER OF CELLULAR SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)



TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



149.2M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



79%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



97%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



3%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



4%

PAKISTAN IS A STAR PICK FOR FOREIGN INVESTMENTS

THE WALL STREET JOURNAL

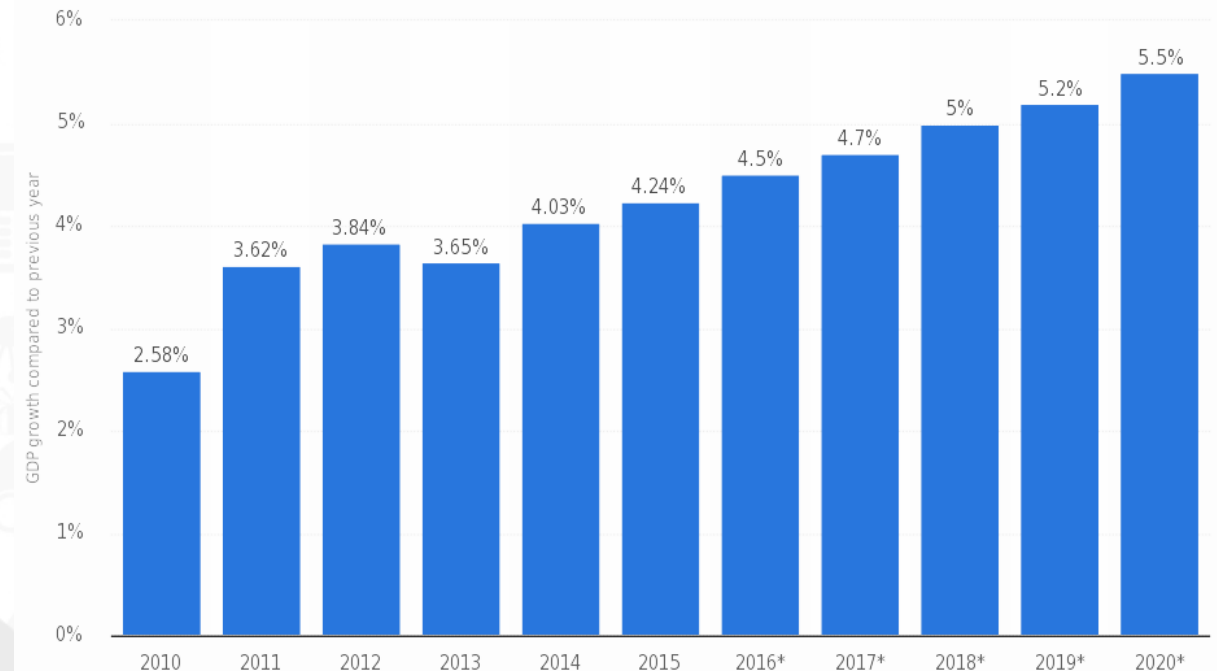
The Wall Street Journal, New York based international business daily, has stated that Pakistan is among the most profitable markets for the foreign investments. It further mentioned that Pakistan is a 'Star Pick' for foreign multi-billion dollar companies to invest.

The story, Hunt for Returns Reaches Pakistan, published in The Wall Street Journal mentioned that more than \$67 billion was invested in 30 emerging markets since this March. Pakistan wasn't a country with an emerging market status until this year, but that didn't stop Ross Teverson, the head of emerging market strategy at Jupiter Asset Management, a \$49 billion company, to plunge into risk and invest in Pakistan, the report mentioned. In Pakistan, Jupiter currently has a major investment in Habib Bank.

The Wall Street Journal further described that Pakistan has not disappointed Ross in any way. Pakistan's benchmark KSE-100 index spiked by as much as 20% in terms of Dollar during the current year. Mr Teverson's faith in Pakistan has earned his funds a 17% gain that too within this year till June. "Emerging markets have been broadly out of favor with global investors for the better part of four years", the report quoted Mr Teverson.

Pakistan's economy has been setting some concrete milestones. Pakistan was given 'Emerging Market' status just a few months back and just after the classification the Pakistan Stock Exchange made to Asia's best performer. Several companies from countries like Germany, China, Italy, and Middle East are actively investing in Pakistan.

Pakistan: Growth rate of the real gross domestic product (GDP) from 2010 to 2020* (compared to the previous year)



MiMate

It's not just an app, its an entire local ecosystem

MiMate is not just an application. It is a whole ecosystem that allows all enterprises to connect and communicate with user under one roof. Weather it's a bank, restaurant, hotel, airline, government department, hospital or a brand, every local enterprise will be available and within a tap reach of the users.





THANK YOU!