

THE BENEFITS OF

THE GSMA EMBEDDED SIM SPECIFICATION

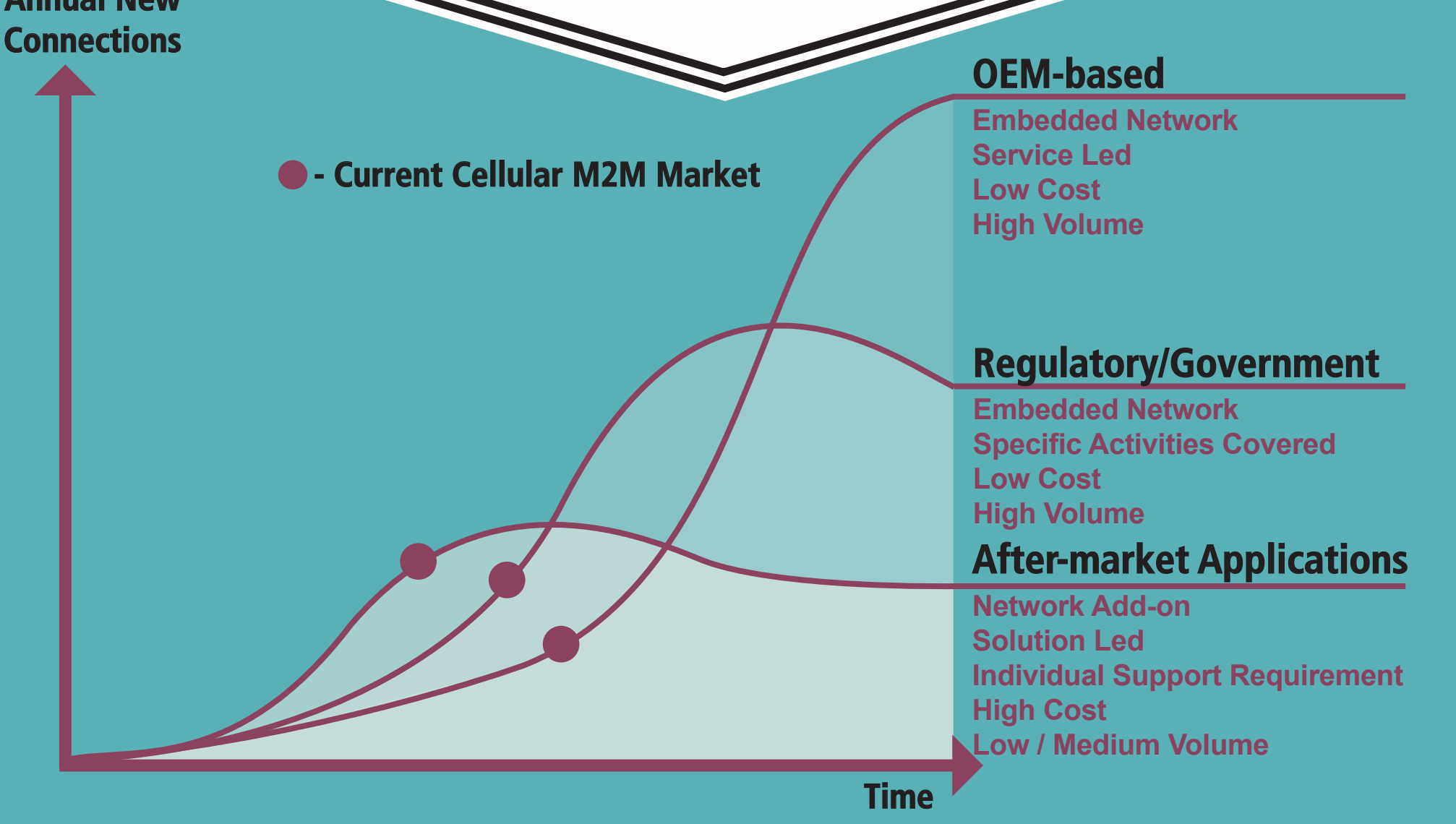
M2M IS GAINING MOMENTUM ACROSS A WIDE RANGE OF SECTORS



TRANSFORMING BUSINESS OPERATIONS & CREATING NEW REVENUE OPPORTUNITIES

KEY M2M APPLICATION CATEGORIES	After Market	Regulatory / Government	Linefit / OEM
	<ul style="list-style-type: none"> Vending Machines Environmental Monitors 	<ul style="list-style-type: none"> Smart Meters Toll Charge 	<ul style="list-style-type: none"> Automobiles Watches

IMPACT OF KEY APPLICATION CATEGORIES ON FUTURE MARKET GROWTH



WHILST REMOVABLE SIMs IDEAL FOR HANDSET MARKET WHERE SIM CARD INSERTED AT POINT OF SALE

REMOVABLE SIMs NOT IDEAL FOR OEM & REGULATORY/GOVERNMENT CATEGORIES

INCREASES COSTS AND IMPACTS SALES OPPORTUNITIES

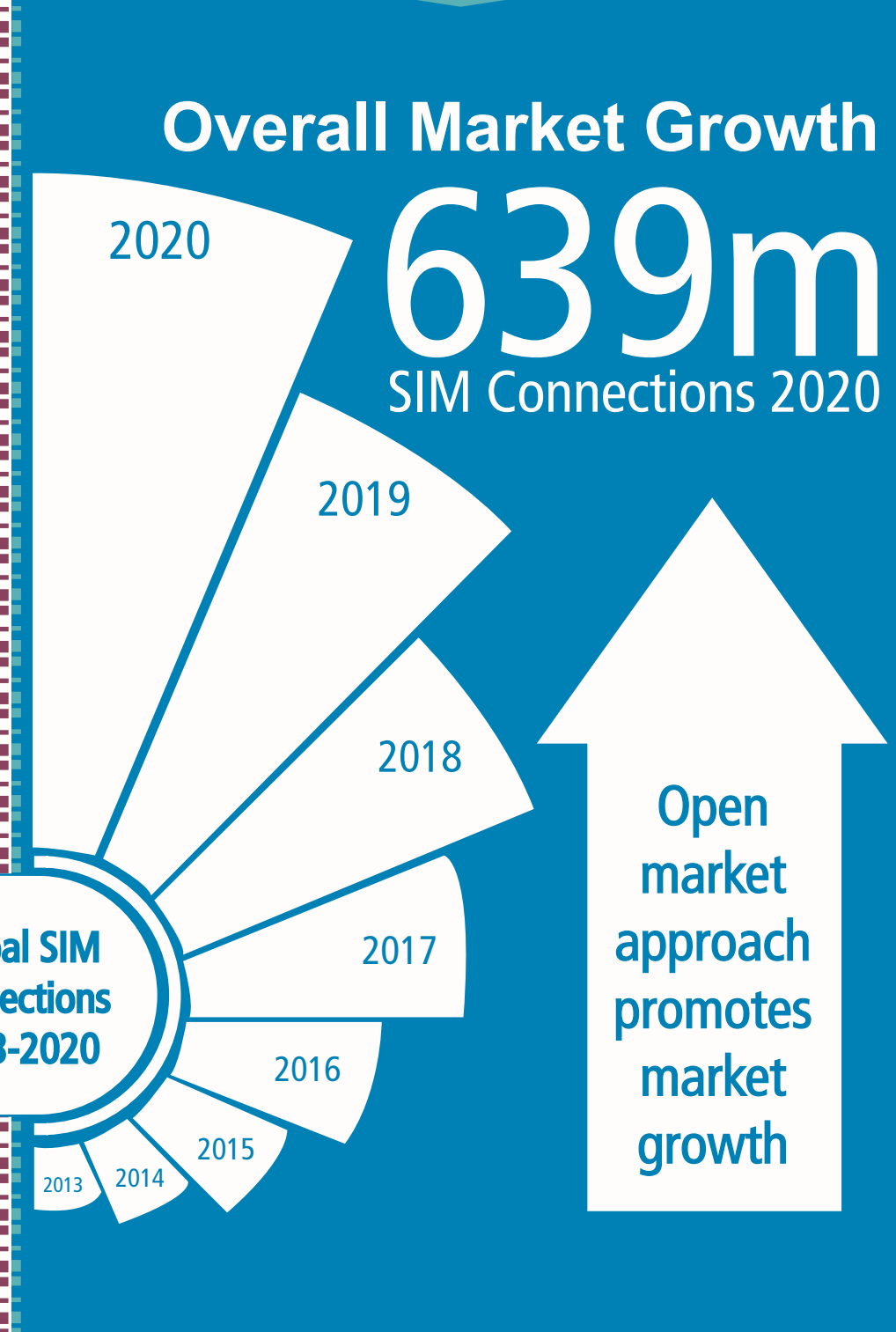
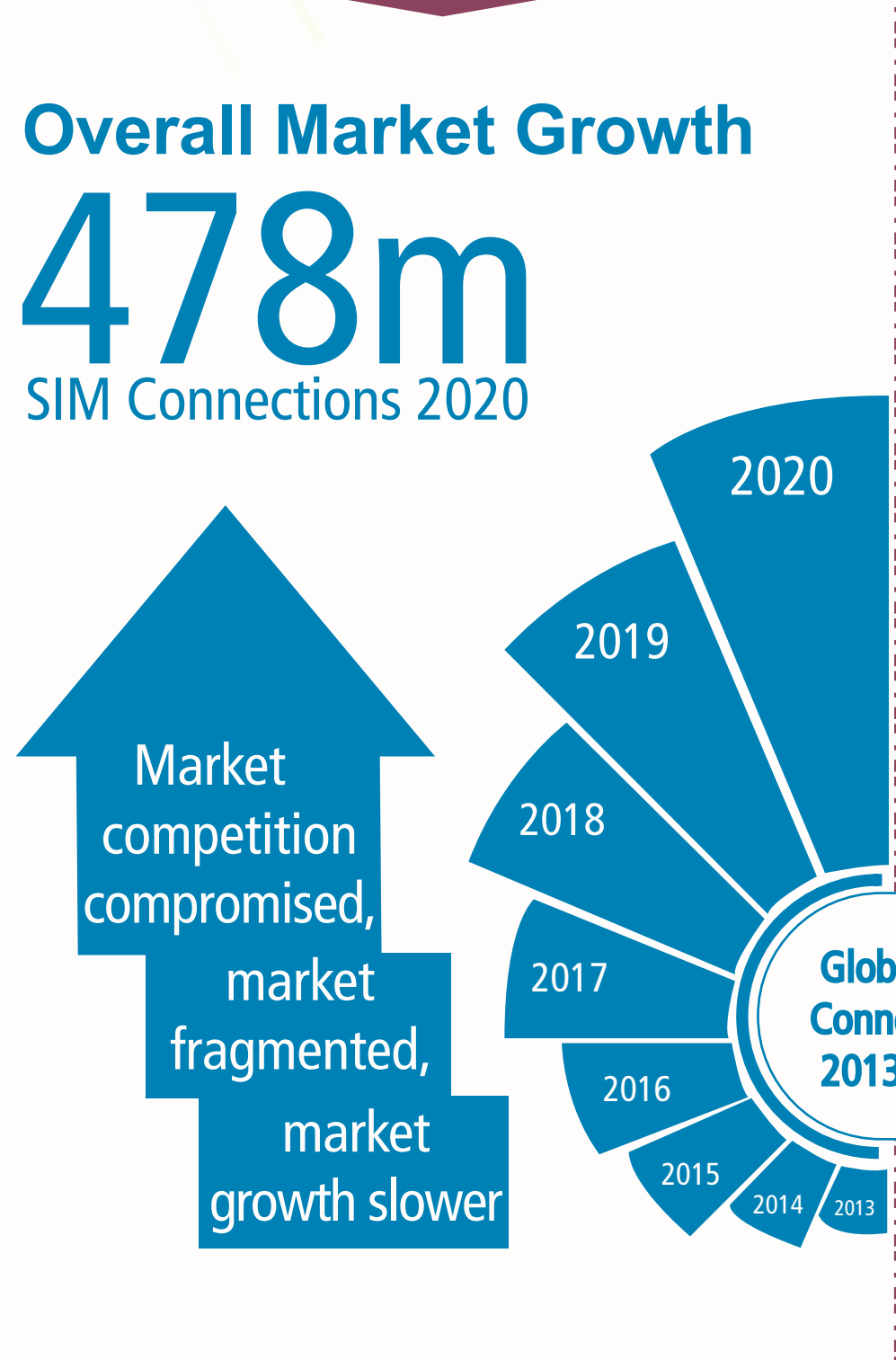
EMBEDDED SIMs ARE IDEAL FOR THESE CATEGORIES

BUT MARKET FRAGMENTED AS NO STANDARDISATION

- Until Now all solutions have been **PROPRIETARY**
- Secondhand market problem
- Difficult to change MNO at contract expiry

THESE CHALLENGES AND MORE CAN BE OVERCOME WITH THE GSMA EMBEDDED SIM SPECIFICATION

By 2020 Creating Revenue **\$8.96bn**



- Changing MNO at contract expiry is difficult
- Limits global sales opportunity

- 34% Uplift on proprietary by 2020
- Potential As Global Standard To Drive Global Sales Opportunity

