

# INTELLIGENT COMMUNICATION ENTERPRISE

COMPANY OVERVIEW

# BUSINESS DIVISIONS

## **iCEmms**

### MOBILE MARKETING SOLUTIONS

- Multimedia mobile messaging
- Premium mobile messaging
- MMS and SMS hubbing
- Interactive mobile solutions for voting and surveys
- Mobile marketing analytics
- Mobile marketing consultancy

## **iCEmat**

### MOBILE AUTHENTICATION TECHNOLOGIES

- 'Card not present' fraud prevention for credit card transactions
- Mobile transaction authentication for other secure transactions
- Mobile enabled micro lending
- Mobile enabled money remittance
- Mobile barcode and QR code creation and distribution

## **iCEsync**

### SYNCHRONIZED MOBILE COMMUNITIES

- Premium content distribution via mobile social networking platforms
- Location based services
- Development of Mobile communities and interest groups who become target audiences
- Cross platform, interactive premium mobile services to corporate clients, celebrities, fan clubs and sports clubs

# BUSINESS PROGRESS TO DATE

- ICE MOBILE MARKETING SOLUTIONS
  - Connected to over 650 mobile networks worldwide
  - Terminated messages to over 300 million mobile subscribers worldwide
  - Established over 10 years with presence in Asia and Europe
  - Leading messaging solutions provider in South East Asia

# BUSINESS PROGRESS TODATE

- ICE MOBILE AUTHENTICATION TECHNOLOGIES
  - Proprietary system to authenticate credit card transactions for card not present transactions (online or over the phone)
  - Helping combat the worst cases of credit card fraud estimated to be in excess of \$40bn in the US alone
  - Recently released upgraded authentication system capable of expanding beyond credit card transactions to include authentication for other secure transactions (banking, secure login for remote access, etc)
  - Final stages of testing before launch with selected card issuing banks

# BUSINESS PROGRESS TODATE

- MOBILE MICRO LENDING AND MONEY REMITTANCE
  - 700 distribution centers being mobile enabled
  - Lending rates of 30% APR in a market with no more than 5% defaulters
  - Proprietary application platform to enable credit scoring and debt management
  - Remittance via mobile phones connected to prepaid Master or Visa card
  - Global reach to over 10m Filipinos

# BUSINESS PROGRESS TODATE

- ICE SYNC: SYNCHRONIZED MOBILE COMMUNITIES
  - Mobile community development and with a view to building highly targeted audiences for mobile advertising and communications
  - Recent distribution deal with the leading Mumbai based Bollywood mobile content developer
  - Recent deal with a global mobile phone blogging service provider for leading celebrities
  - Currently concluding a deal for the launch of an MMS (picture) based mobile community