



## Corporate Presentation



**Pioneers in the market :** Our technical management team has been following the mobile application technologies from their early emergence in 2001. Since 2005, **MobiKick** follows a rapidly evolving market to provide valuable consultancy on direction of the Mobile phone market to our clients and partners.

**Leaders in innovation :** With strategic key partners, our company already introduced several unique and innovative mobile services locally and internationally.

### Exhaustive Application Development Experience

Mobile applications are only but a small part of a global digital landscape in which they should be integrated. This is why **MobiKick** has already developed:

Mobile Applications	SMS-GPRS transaction processing servers
WAP Portals	M-commerce Systems
Bluetooth Distribution Systems	E-commerce Websites



Mobile services are gaining more and more importance throughout the world, providing mobile phones end-users with all kind of information, entertainment and payment services.

The aim of **MobiKick** is to empower organizations to tap into the huge potential of mobile services, by designing and developing user-friendly mobile services and applications that will fully use all the potential of new generations of mobile phones.

**MobiKick**'s mission is to:

- Provide mobile service solutions that are fully integrated with today's digital world.
- Leverage the power of new generation cellular phones to offer end-users with a rich and customized experience.
- Elaborate strategies for the mobile endeavors of our clients from inception, throughout implementation, and up till deployment of their mobile solution.
- Continuous first-notch support and follow-up to improve mobile solutions in an ever-changing and evolving mobile landscape.



A complete mobile solution is more than just a mobile application. MobiKick developed a modular platform with the following components:

### **Mobile Application Development**

- Graphical and User Friendly Interface
- Extensive Mobile Device Coverage

### **Multiple Communication Channels**

- Mobile Data Support
- SMS Support

### **Mobile Application Distribution**

- Reach a maximum number of users.
- Create awareness about ease of use of mobile services.
- Provide statistics for better evaluation of distribution process.

### **Integration with existing infrastructure**

- According to the needs of each project, we customize our modular platform and integrate it with the existing infrastructure of our clients.



## Our Core Expertise

1- Securing Transactions and Data Transfer with advanced encryption schemas

2- Reliable Transaction Processing Systems

3- Comprehensive Mobile Phone OS experience including Windows Mobile (Nokia's Newly adopted operating System)

4- Legacy Device Support

5- Multi-Channel Mobile Application Distribution Platform

6- Financial, Retail Banking, E-Commerce and M-Commerce Expertise

7- Mobile Technology Consultancy

8- Graphics and Branding

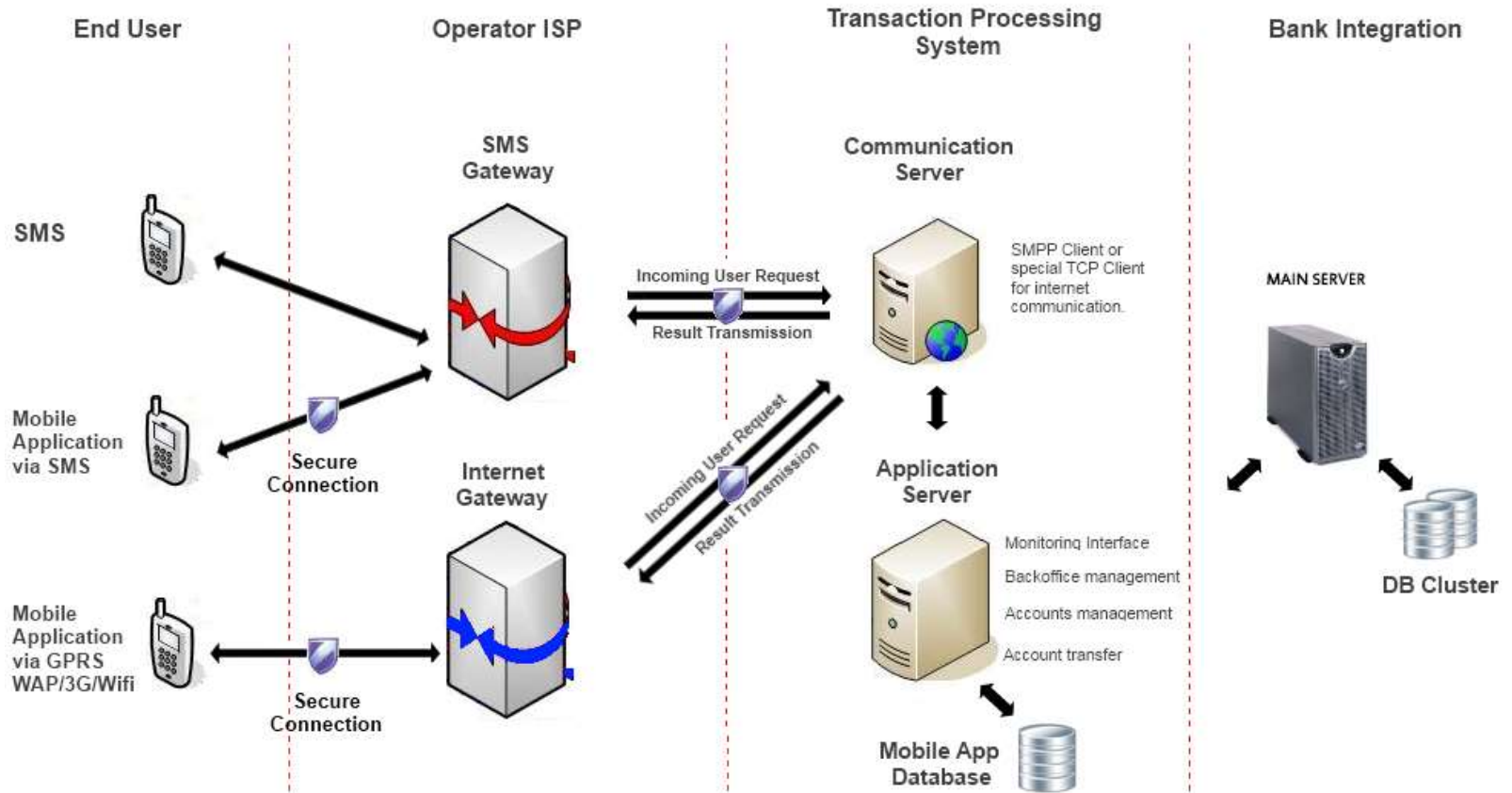
9- Customization

Extensive experience in the implementation of encryption and hashing algorithms (MD5, AES, DES, 3DES, etc) compliant with the most advanced security requirements.

- Analyzing Security Threats of all the aspects of any mobile solution including:
  - Data Stored on Mobile Phones.
  - Data Transferred over communication Protocols such as SMS, and GPRS.
  - Reverse-Engineering Mobile Applications.
  - Data that Bank employees will supply to the customers.
  - Brute Force Attacks.
  - User impersonation Attacks.
- Experience with Certification Authorities such as VeriSign and Thawte, and with Security Certificates issuance and usage.
  - Securing Data Transfer over the Internet.
  - Securing Mobile Applications from being tampered with before reaching the end users.
  - Security Algorithms US Export Restrictions, and their impact on publishing applications to Stores such as Apple Store, or Ovi Store.

- Millions of SMS based, and internet based transactions processed reliably.
- Peaks of around 10'000 transactions processed per hour.
- Our unique technology provides a reliable, traceable, and fail-safe transaction processing platform specially targeted for E-Commerce and M-Commerce solutions where every single SMS or internet request is important.
- Full Back-office system to monitor and trace all transactions, and provide valuable statistics and reports.







# Reliable Transaction Processing Systems





# Comprehensive Mobile Phone OS experience including Windows Mobile

**MobiKick** develops applications for all mobile platforms mainly:

 <p>Nokia: N Series, E Series Sony Ericsson P Series Other Phones</p>	 <p><b>We are one of very few mobile app providers in Lebanon that have released applications for Windows Mobile. Soon Powering Nokia High-End Phones</b></p>	 <p>Motorola Samsung Others</p>
 <p><b>Being also a Canadian company, MobiKick acquired technology usually reserved to partners through reserved trainings in Canada.</b></p>	 <p><b>We can publish applications on the Apple Store, with approval within 7 days of submission under the account of our client.</b></p> <p>iPhone, iPod, iPad devices.</p>	 <p>HTC Google Nexus Motorola Other Phones</p>

- Being pioneers in the mobile application development world, we are well positioned to understand restrictions of legacy phones and provide alternative applications that will work on many of those phones depending on our clients needs.
- Most clients will never need support for many of those devices, however if extensive market coverage is desired, we are able to design subset solutions that will work on those older phones.
- Legacy phones are still spread amongst some parts of the less privileged or less tech savvy end-users. However, those end-users can be targeted by simplified and easy to use mobile services.



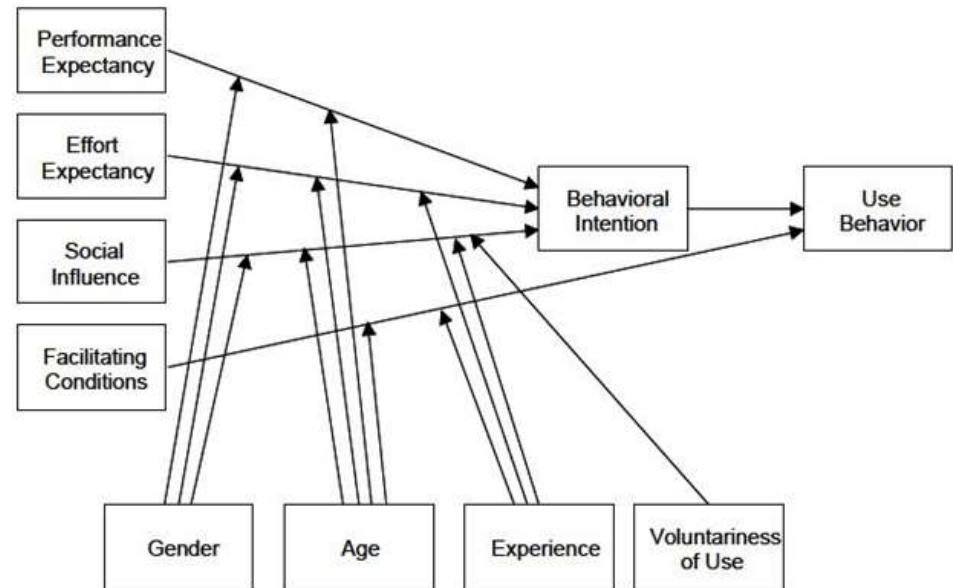
We provide support for deployment on the following Phone Distribution Stores:

*Apple Store    Ovi Store    BB App World    Android Market    Windows Marketplace*

- Phones distribution stores are not enough for a successful penetration of the global phone market. Most applications downloaded on Nokia, Blackberry and Windows phones were not from phone distribution stores.
- **Website Distribution:** We provide the technology for a seamless installation process directly from the website of our clients. By identifying the end-user's phone, we can guide him through the installation of the mobile solution based on his phone model.
- **Bluetooth Distribution:** A solution for a more personalized distribution and installation process. Bluetooth distribution can also be used for Environment friendly distribution of brochures and of content at our clients premises. (Some restrictions apply)
- **SMS Distribution:** Easiest access for end-users. Identification of Mobile phone Models to customize the installation process. Extensive statistics for distribution campaigns. Our unique technology allows us to provide detailed statistics such as phone models, availability of Data Plans, Responses of users to the marketing campaign.

- Prior to **MobiKick**, our technical management engineers have several years of experience in Banking ERP systems, Security solutions, and interactive multimedia applications. They have also pursued financial and management certifications and degrees (CFA, MBA).
- **Banque Audi** and **Pin-Pay** Mobile banking and Payment application development.
- Development of **PlayLebanon** E-Commerce solution and integration of **Bank of Beirut** and **Intercontinental Bank of Lebanon** Lottery Tickets promotional offers.
- Development of a Canadian based social betting website. While the website doesn't allow betting for money, it follows strict security rules regarding processing and settlement of transactions.
- First Lebanese successfully launched m-commerce solution.

- We use our Security expertise, market knowledge as well as ergonomic know-how to deliver a tailored-cut product that suits the exact business demands of our customers.
- Our understanding of technology diffusion and adoption theoretical frameworks along with numerous quantitative snapshots of the market help us gain an invaluable insight of consumer perceived value.
- This insight will precisely result in the best deployment of any new mobile service and ultimately its success.





- Depending on the clients target, budget, as well as brand identity, we propose a design that meets client satisfaction.


- The branded applications we provide range from very simple layouts up to full featured games.



Throughout the years, **MobiKick** has gained the trust and partnership of many companies. Some of our major partners and clients:







### audimobile

Banking On Your Mobile

Manage your accounts place within a few clicks. Bank Audi is pleased to offer the Mobile Banking service through the audimobile application, you can use your mobile phone to perform the following operations through the messages:

Account Balance  
Check the balance of your accounts linked to the audimobile application. Within seconds from your mobile phone you will receive the balance of your accounts.



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**YOU DECIDE, YOU COMPETE YOU WIN**

**\$200,000**

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When We Save...



# Play LOTO by SMS on 1020

Now you can do it anywhere.

Just send your 6 selected numbers, separated by spaces, to 1020 and LOTO will send you an SMS back to confirm your entry.





### Invigo:

We have developed the MyBackup mobile application for **Invigo**, a leading Value Added Services Provider for Operators. MyBackup solution was successfully deployed with the following operators:



### La Libanaise Des Jeux:

We have developed and deployed the **PlayLebanon** E-Commerce solution, and the Mobile Lottery ticket sale solution. Both solutions integrate with their existing Lottery sale framework.

Mobile Applications for multiple platforms and prepaid solution designed to lower cost for end-users are ready and awaiting strategic and marketing clearance for launch.



## Contact Us



**For technical pre-sales inquiries:** +961 3 908 111

**For sales requests:** +961 3 576 990

**mail:** sales-team@mobikick.com

**Mobikick S.A.R.L.** Mar Mikhael, Berberi Bldg, 3<sup>rd</sup> Fl, Next to EDL

**P.O. Box:** 175-499 Mar Mikhael Beirut Lebanon

**Phone/Fax:** + 961 1 444 321