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Agenda

Aim to answer the following key questions in the presentation:

What is Jajah and why did Telefónica acquire?

How have we done to-date?

What we plan to do and where we are going?
What is Jajah?

- Allows users to make IP calls
- Works on landline and mobile
- No hardware or software download
- Works globally
- No headset required
- Paid Model
Jajah expanded to be a complete platform

- Billing and Payments
- Fraud and Security
- Global Connectivity
- Supports Internet Portals
- Supports mobile, web, pc, set top
- Scales - 100’s millions of minutes
Platform approach led to Jajah as a standard
Large companies adopted Jajah
Why did Telefónica acquire Jajah?

Deliver new products to Telefónica OB’s

Be Bold!

Leverage Jajah Core platform and Partners

Be Challengers!

Be an innovation hub for new product develop

Be Entrepreneurs!

Leverage people and r&d expertise in Israel and Silicon Valley

Be Different!
Status: Deliver new products to OB’s

3 Products Launched

US $100m+ run rate of revenue, very healthy margin

Great new customer experience

Avg. 15 € cents per minute

Superb quality over IP from mobile
<table>
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<th>New rollout across TEF footprint</th>
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<tr>
<td>Rollout in Telefónica Latinoamérica in 2011</td>
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<td>New calling card product in UK end April</td>
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<td>Phone a Friend launch in Germany</td>
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<td>T. Mex launch with same product as T. O2 UK and DE</td>
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<td>T. Spain production launch in June</td>
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Microsoft Chooses Jajah and Telefónica to power Microsoft global SME product Lync!

Microsoft brings hosted Office platform for SME’s

Telefónica brings over 15 million SME customers globally on best in class network

Jajah brings core technology platform and know-how

“We knew Jajah had the platform, but after Telefónica acquired Jajah – we were then comfortable that company now had the backing for a project of this scale” .... Microsoft Executive
Innovation: Facebook & Twitter Beta’s on Jajah

Early stage innovation for social networks

- Access to millions users
- Open to Jajah users for now
- No download required
- Global and simple
- @ call @ user
Anna selects friends and invites them to join her.

Her selected friends receive the invitation.

Anna gets flat calls to all friends who confirm her invitation.

Innovation: Where do we go from here?

\[ C^3 = \text{content + commerce + communications} \]

Telefónica global customer base
“Jajah will help Telefónica lead into the digital age”…

- 3 new products in year 1
- New products just launched
- Lots in the pipeline
Jajah Presentation – Thank You