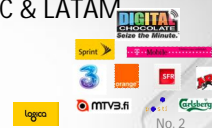




## Company Introduction

- Empower and optimize revenue generating mobile social networking, mobile content delivery & mobile marketing services for wireless network operators and service providers
- Provide localized mobile social networking services in selected market areas
- Industry pioneer, developed mobile content & service delivery systems since 2000
- Privately owned
- Corporate headquarters and technology center in Helsinki , Finland, regional sales offices in Eastern Africa and Hong Kong
- Global network of OEM, SI and VAR partners: EMEA, APAC & LATAM



No. 2

## Why East Africa!

- Emerging market area that has an enormous potential for mobile internet user growth owing to low fixed line-line telephone/broadband penetration
- Over 90% of users access internet by mobile device
- The fastest growing mobile market in the world ( + 20-30% CAGR)
- Social Networking is a global and exploding phenomenon, also in emerging markets
- Today's facebook and twitters are not made to serve the true needs of BoP (Base of Pyramid) markets
- Many regional Social Media strongholds outside USA and Western Europe, but None –addressing the needs of the Eastern African People

**mixem**  
SOLUTIONS

No. 3

  
**Jalumba**  
Mobile Community for a Better Life

## Jalumba East Africa Limited

Joint Venture Company between Mixem Solutions Ltd. of Helsinki Finland and Buddusoft Limited of Kampala Uganda.

A Winning Combination of:

- ✓ Innovative mobile internet technology solutions, service creation and global business development know-how
- ✓ East Africa market knowledge, understanding and experience of the local business ☒



No. 5

## Jalumba - The Market

- East African Mobile Social Networking Community
- Operating in Kenya, Uganda, Tanzania, Rwanda and Burundi
- Addressing total population of over 130 million people
  - Kenya: 39 million
  - Uganda: 32 million
  - Tanzania: 40 million
  - Rwanda: 10 million & Burundi: 9 million
- Increased regional integration (East African Community or EEAC)
  - Common Market Protocol for free movement of goods, labour, services and capital
- Average mobile phone penetration: 30- 40%
- Compound annual growth rate: +30%





## Jalumba – Communities for Cause

*Enable people to access and create local mobile communities and social services, that improve and offer true value for their daily life*

- » Cost effective mobile social communication channel
- » Agriculture
- » Health & Social Services
- » Educational services
- » Football and entertainment services

## Jalumba – The East African Mobile Community

- Regional mobile social networking community - available for mass markets via web and all mobile handsets through major telecom networks in target countries.
- Available in both regional (English, Swahili) and localized languages (Luganda, Kikuyu, Kinyarwanda etc).
- In regions of more than 5 million Jalumba will be localised in the regional language to encourage people to create localised content



## Jalumba – Value Proposition for Partners

- Mobile Network Operators
  - Interesting new and socially responsible service offering for customers
  - New mobile data and messaging revenue
- Governmental & NG Organisations
  - Effective delivery channel for health care information, disease control, disaster warnings etc.
  - Opportunity to create interactive communication channel leveraging user generated content
- Regional Brands and Corporations
  - Cost effective advertising and promotion channel reaching mass markets
- Retailers
  - Provides an additional sales channel that is always accessible to potential customers
  - Ability to engage mass markets with mobile voucher campaigns
- Mobile Content Providers
  - East African market place for mobile content





## Jalumba

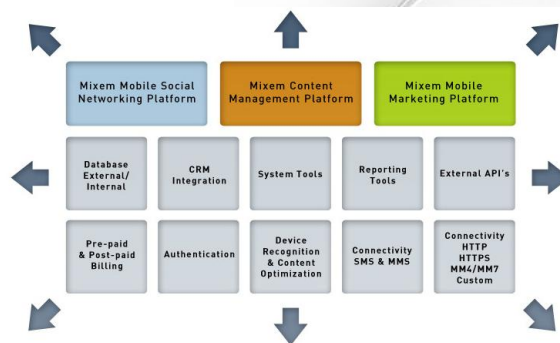
### Technical set-up:

- Empowered by Mixem Mobile Social Networking, Content Management and Mobile Marketing Platforms
- Locally hosted technology service center in Kampala & Nairobi
- Operable in all network coverage areas
  - SMS & DATA connectivity to all regional mobile network operators to ensure service coverage for all mobile hand set users regardless of their subscription
- Works with all mobile handsets
  - Automatic Handset recognition system to ensure right services are targeted for the right end-users (GPRS & 3G enabling phones)

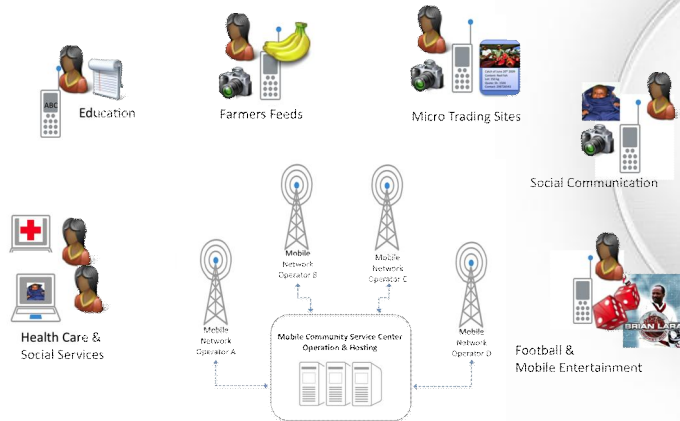


## Empower Next Generation Web & Mobile Internet Portals

-  White label mobile social networking platform and access gateway
-  Complete mobile content delivery and management platform
-  Mobile marketing and advertising platform
-  Service delivery core for fast and telecom grade integration enabling consolidated management of mobile VAS platforms



## Jalumba – Mobile Community Service Center



**mixem**  
SOLUTIONS



## Further Info:

**Jalumba**

Markus Lonka  
Chief Executive Officer

markus.lonka@mixem.com  
mobile: +358 50 403 3331

Jalumba  
Tallberginkatu 2 A FIN 00180 Helsinki Finland  
Tel: +358 9 250 1116 Fax: +358 9 250 1119 www.jalumba.com

**mixem**  
SOLUTIONS

No. 14