

Secure, with
Scentrics



The Global Market Opportunity

Understanding the Mobile World Now and in the Future

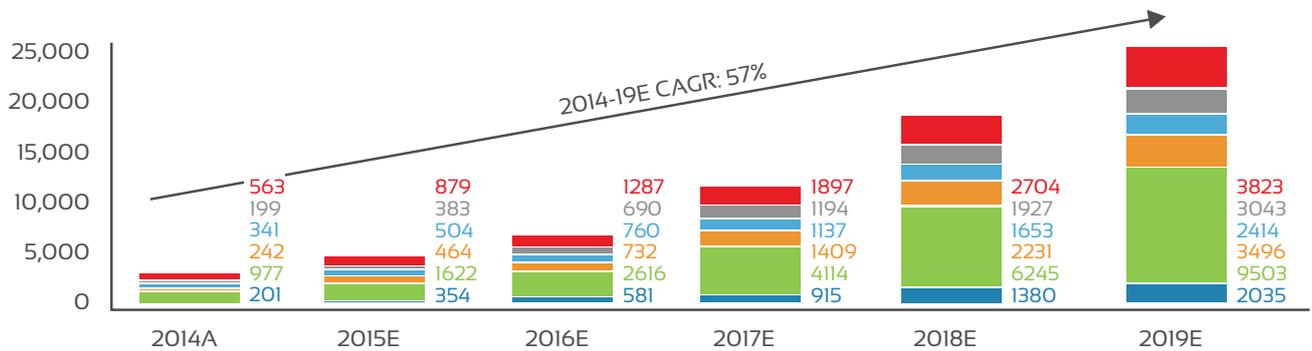
The handheld device known as the mobile is your portable PC and is at the centre of the Internet of Things (IoT) changing digital lifestyles.

Over 85% of the world's population now has access to a mobile phone and the ITU estimate that there are now close to 7.3 billion subscribers in the world, which equates to more mobile devices than people on the planet. A youthful population, with over 70% under the age of 34 means that digital adoption will only continue to increase. Despite the fact that income levels are generally low, handsets are unbelievably cheap to purchase. This means that a digital lifestyle is accessible and adoption is growing as much as 10% year on year.

The Asiasoft Corporation reports that the market size has the potential to increase by at least 3 to 5 times in a market that is highly price sensitive. The explosion of Mobile Network Operators (MNO) has made the mobile marketplace highly competitive as consumers are exposed to infinite choice. This means loyalty is difficult to come by and largely won on the basis of value added services.

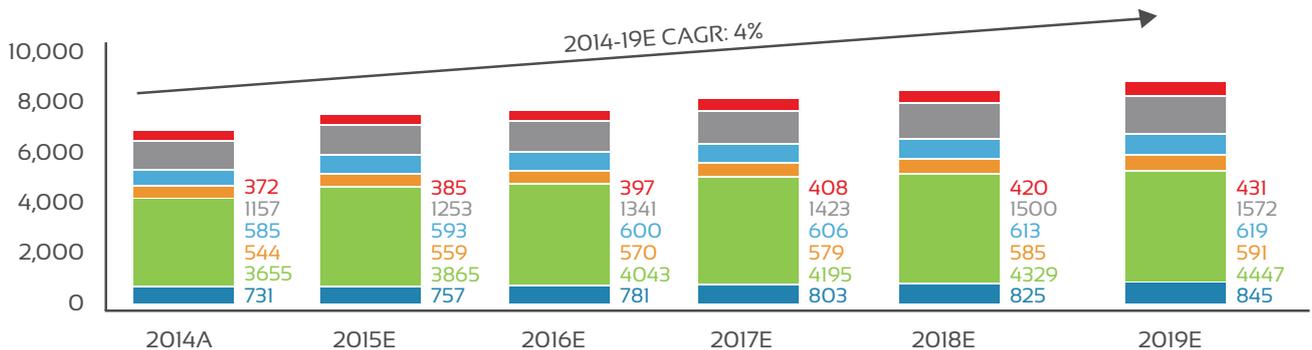
Explosion in mobile data traffic...

mobile data traffic by geography ('000s terabytes)



...and strong growth in mobile subscribers

mobile subscribers (m)



■ LatAm
 ■ Western Europe
 ■ Asia Pacific
 ■ Middle East & Africa
 ■ Eastern Europe
 ■ USA/Canada

“Over 85% of the world’s population now has access to a mobile phone”



The Challenges Facing Mobile Network Operators

The Mobile Marketplace Paradox

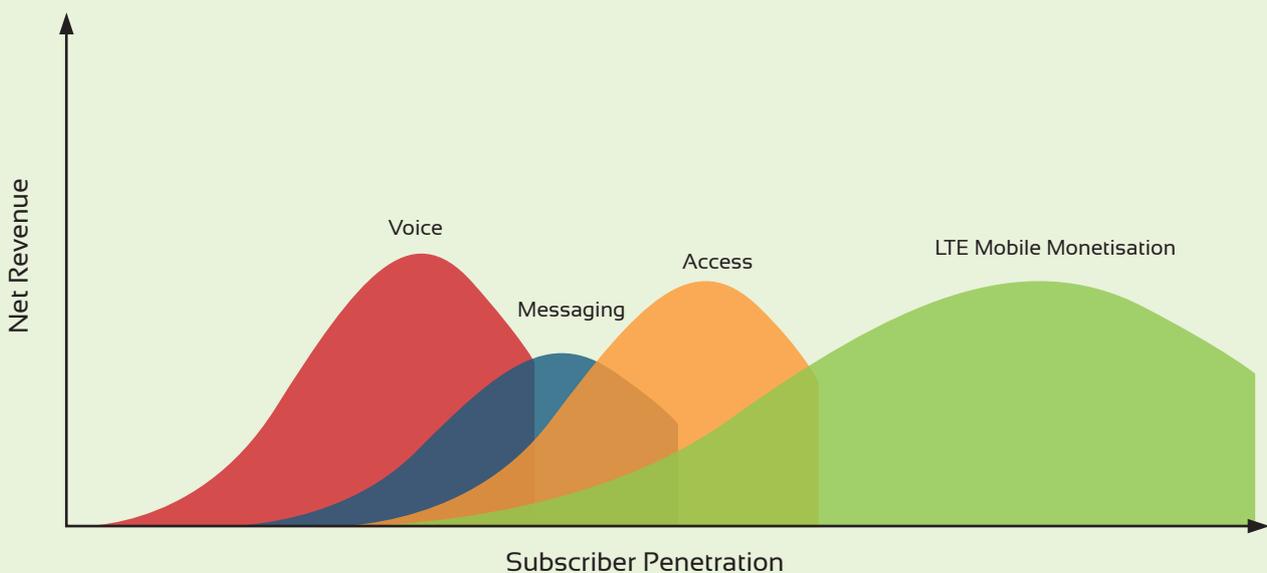
Despite insatiable consumer demand, MNOs find themselves caught in a mobile paradox. Whilst there is phenomenal growth within the marketplace, MNOs are challenged to profit sufficiently from it.

Average revenue per customer (ARPU) is flattening or declining. Despite consumers increased appetite for more data and messaging their use of the industry's previously highly profitable voice and messaging business is tailing off. Compounding this is the fickle nature of consumers' loyalty who flit from provider to provider creating increasing levels of churn.

Mobile Revenue Growth Curves

Many MNOs have looked to Over the Top (OTT) services to supplement their revenues and create added value to their service provision. There is a wide proliferation of these services. In this context how can a mobile provider stand out from the crowd? Is OTT the next wave or is there an alternative?

The Next Mobile Growth Curve



Based on Chetan Sharman Consulting, Mobile Fourth Wave 2013

“
Reduce churn
and increase
ARPU by
guaranteeing
total privacy”

A New Mobile Wave

Making the Mobile Marketplace Paradox Work for Your Business

The competitive nature of the marketplace, whilst challenging, also presents huge opportunities for MNOs. The question is how can the paradox be resolved to reveal the next mobile revenue curve?

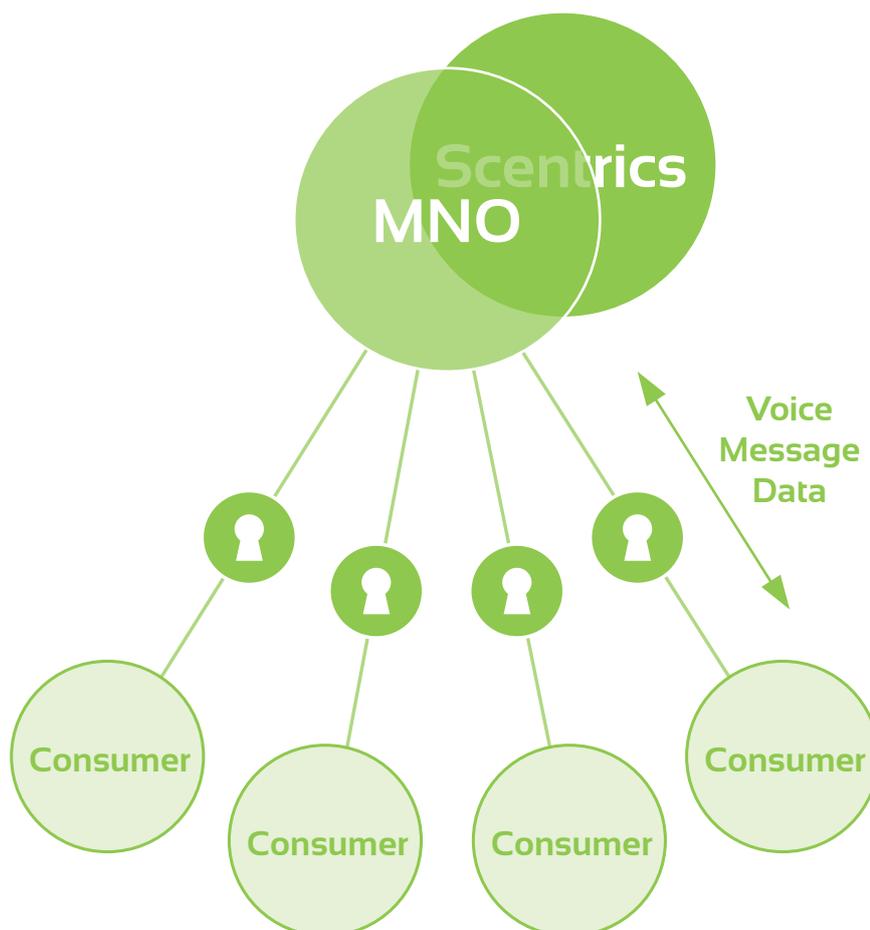
The answer lies in the currently restrictive nature of digital security. The GSMA Mobile Privacy report in 2014 demonstrated that a substantial 83% of mobile internet users were concerned about sharing personal information when accessing apps and services. What users want and need is a means of safeguarding their digital privacy.

Is Digital Privacy Currently Possible?

Digital privacy for messaging within a given telephony network is currently possible. Blackberry is a prime example, but this is a limited “Walled Garden” approach to privacy. It does not give the consumer the flexibility they require for the modern digital age.

These traditional solutions are not compatible with the existing telephony architecture. Scentric, however, have solved the once intractable issue of digital privacy with a server-centric solution to cloud based security that is seamless to the consumer. The implications of being able to guarantee privacy in this way will radically change all known conventions and transform the way in which digital privacy is regulated and Big Data monetised.

Scentric Matches the Telephony Architecture



Digital Privacy Solved

Easy Adoption for MNO and Seamless Use for Consumers

This solution will revolutionise global digital lifestyles. Compatible with all major mobile platforms including Android, iOS, Blackberry and Windows, it has huge benefits for MNOs with absolutely no disruption to the consumer.

Implementation for MNOs

Scentric provides the digital privacy solution as a **service** using its proprietary technology. It is easily integrated using the world's first plug and go security API, seamlessly assimilated into your existing **service** provision.

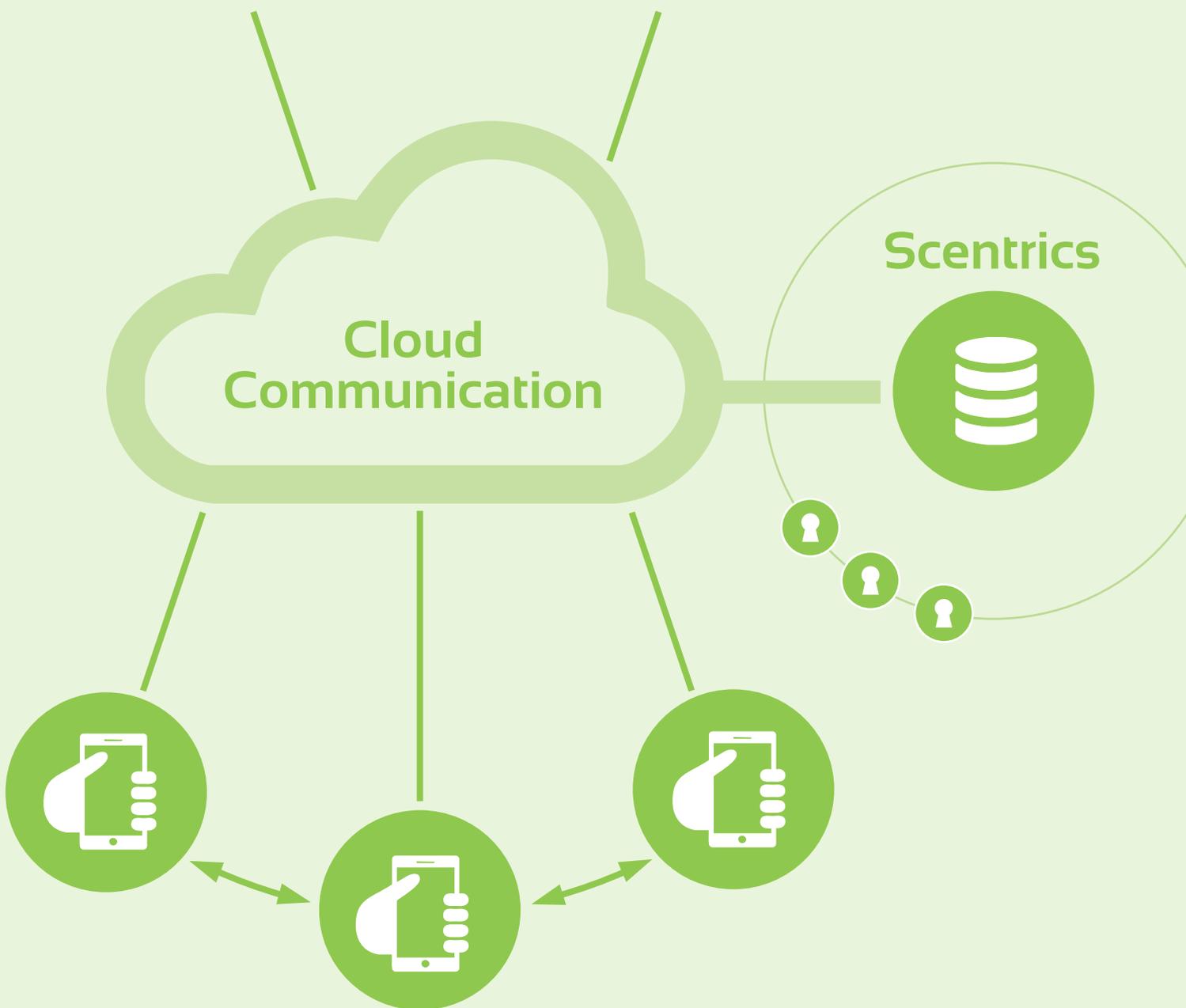
Implementation for the Consumer

The privacy solution is unobtrusive and simple to use. Once the consumer is registered they have complete security across all devices, with a personal lifetime security key. The privacy functionality is integrated into the relevant apps, providing one-click access so that the consumer does not have to alter their user behaviour.

Where Scentric's sits in the ecosystem

facebook

Dropbox



The Big Business Opportunity

Revolutionising the Digital Lifestyle

OTT services have been heralded as the next wave in mobile revenue growth but privacy represents the single greatest opportunity to transform the marketplace.

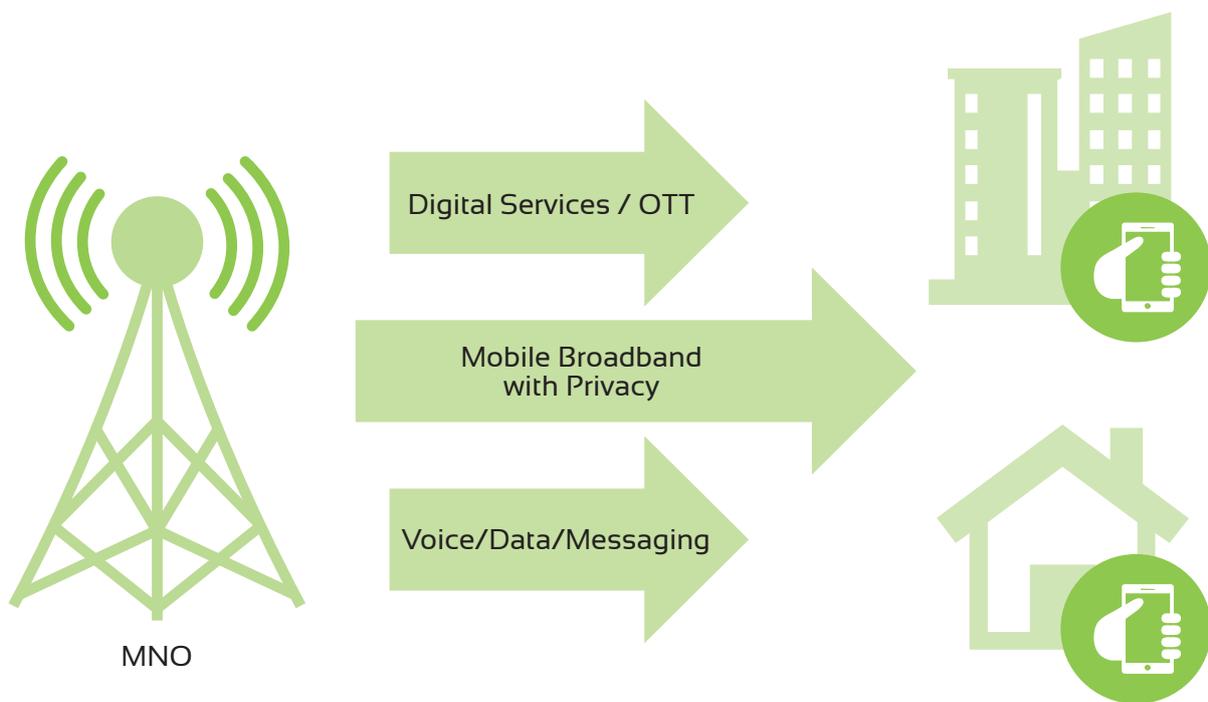
Digital privacy is increasingly on consumers' minds and providing peace of mind creates trust between them and the provider. By providing the security services for their consumers MNO's will attract customers, directly increase stickiness and reduce churn. In an overcrowded marketplace this creates a significant and invaluable means of differentiating against the competition.

Direct Revenue

B2C revenue represents a significant opportunity for MNOs. Digital privacy must be used to enhance the existing service provision as part of a bundle, adding additional value. This will ultimately lead to increased average revenue per user (ARPU) and reduce the associated churn, with improved loyalty due to the stickiness of the service.

Partner Revenue

Scentric provides unparalleled opportunities for MNO's to exploit Big Data traffic to create new revenue models and above all increased ARPU. Digital privacy also presents opportunities for B2B revenue through partner relationships. The MNO becomes a trusted friend and can act as an intermediary for commercial transactions.



Key Benefits for the MNO

- Attracts new customers
- Increased ARPU
- Reduced churn
- Market extensibility - creating dependency on over competitors
- Legal and regulatory compliance for enterprise customers and their supply chain
- Exploitation of big data traffic with growth achieved through the viral nature of the service as consumers exchange secure content

“
We induce churn in customers on other networks as the MNO becomes the go-to network for privacy
”

The Scentric's Solution in Practice

Private Messaging in One Click

Seamlessly encrypting email, SMS, MMS and cloud file storage from the native client, the Private Messaging App ensures privacy.

Just one click secures all formats protecting data however it's sent.

User Benefits

- Single account for all users
- Simple to use
- One-click-go privacy
- Complete control
- Mobile standards compliant
- Protection against data theft
- Safeguard for data on lost devices
- Straightforward onboarding for non-users

How it Works



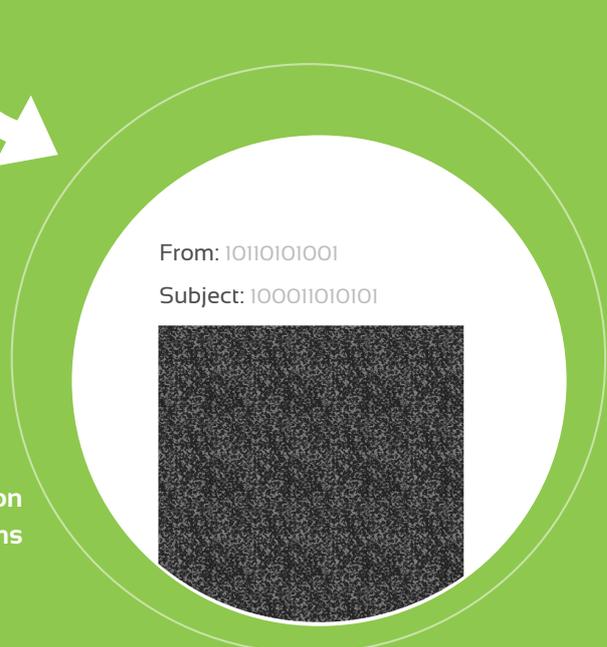
1. Click
Send Secure



2. Message is secured against anyone targeting your data including hackers, marketers and email companies.



3. Privacy is protected on all major email platforms



The Scentric's Solution in Practice

One-Click Privacy for Social Networks

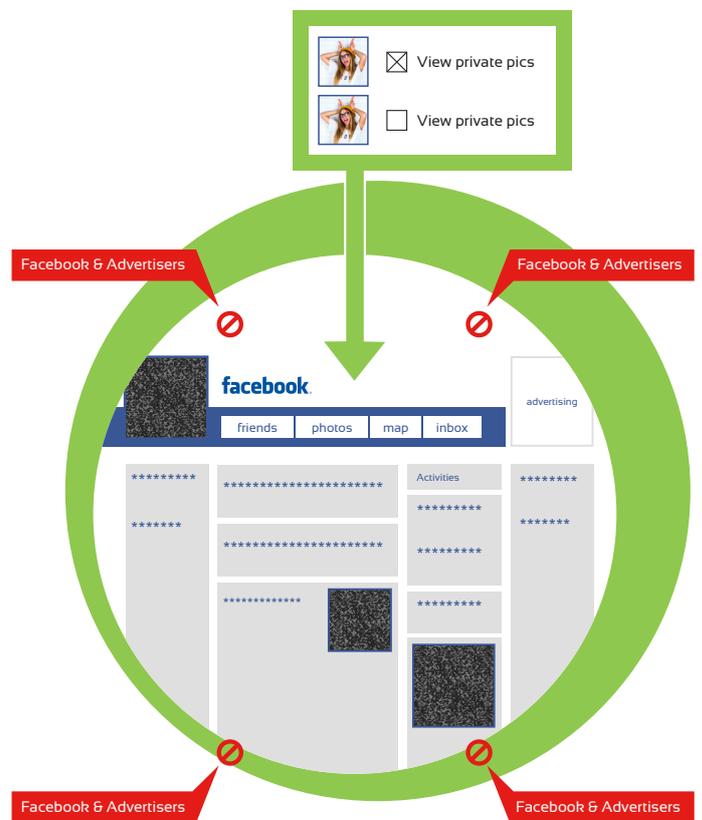
Facebook is the de-facto social media platform becoming the first social network to surpass one billion registered accounts worldwide in 2015 (Statista). According to Facebook Internal Data (June 2014) 10 million Malaysians access Facebook daily with 8.7 million of those originating from mobile. Scentric's is the first and only company to deliver Facebook privacy.

Just one account protects data across all social networks.

User Benefits

- Freedom to enjoy social networks with privacy
- Flexible complete control
- One account access on all devices
- Protection from online advertising
- Safeguard against bullying and trolling
- Decide who can view content
- Protect against hacking

How it Works



Cloud Storage Privacy with One-Click

Cloud storage has witnessed strong exponential growth. Scentricks can provide first mover advantage resulting in a bigger share of this burgeoning market. The Cloud Storage App provides peace of mind for data, images and download transfers and storage on the cloud. Only approved users can access, utilise and download content.

Just one account protects data across all OS's.

User Benefits

- Single account for all devices
- Simple to use
- One-click-go privacy
- Complete control
- Straightforward robust security
- Protection against data theft
- Viral access for non-users

For more information please visit
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