

USSD Chat portal

«Mobi Flirt»

Service for mobile users

What is Mobi Flirt?

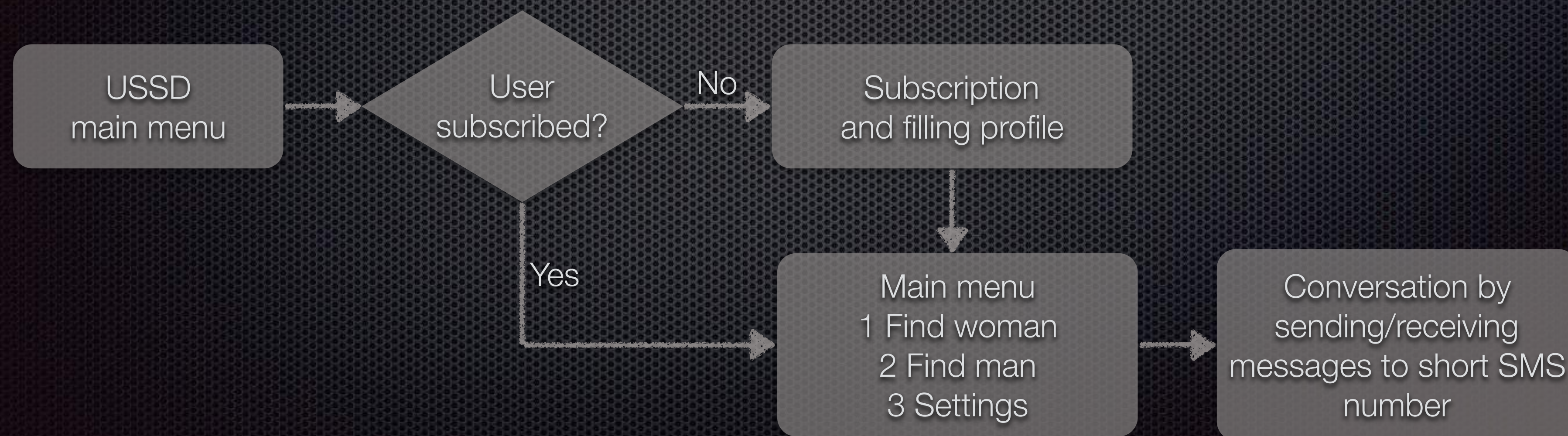
Mobi Flirt is a smart mobile VAS service allowing subscribers to have fun chatting with random users inside service and have pleasure to talk or even find romantic friends, keeping real name and phone number in secret.

Mobi Flirt is fast, easy to use and available for all mobile users entertainment service.

It provides to users on daily subscription mode. After subscription user can unlimited chat inside it without additional costs.

How it works?

1. User dial short USSD-number and subscribe to service
2. Subscriber fill profile and search another users from USSD-menu
3. Service automatically find appropriate users by such parameters as gender, age, interests and located nearby
4. Users can chat with found participants by SMS, sending and receiving messages to short number without additional costs



Why our chat portal is the best on VAS market

- ✓ Finest usability that tested by millions of users!
- ✓ Multi-language interface, subscribers choose language from menu
- ✓ Auto search users by parameters: Gender, Age, Interests
- ✓ Innovative Location-based searching mechanism to find users nearby
- ✓ Whitelist/Blacklist (Friends/Ignore), to not loose and not disturb
- ✓ Phone number always in secret, all conversations through short SMS number
- ✓ Access restriction by PIN-code, even lose phone your profile will be protected
- ✓ For smartphones owner's possibility to upload and watch photos
- ✓ Additional service «Love tips» inside service to increase revenue

Service design

- Target: men, women, age 18-35 years (users with higher ARPU)
- Subscription: daily
- Service management: USSD-menu
- Content delivery: SMS
- Content: Conversations between subscribers

Commercial conditions

- Operator's CAPEX
 - Operator's OPEX
- $$= 0$$

Mobi Service offers revenue-sharing as primary business-model.

Thanks for attention!

www.mobi-serv.com