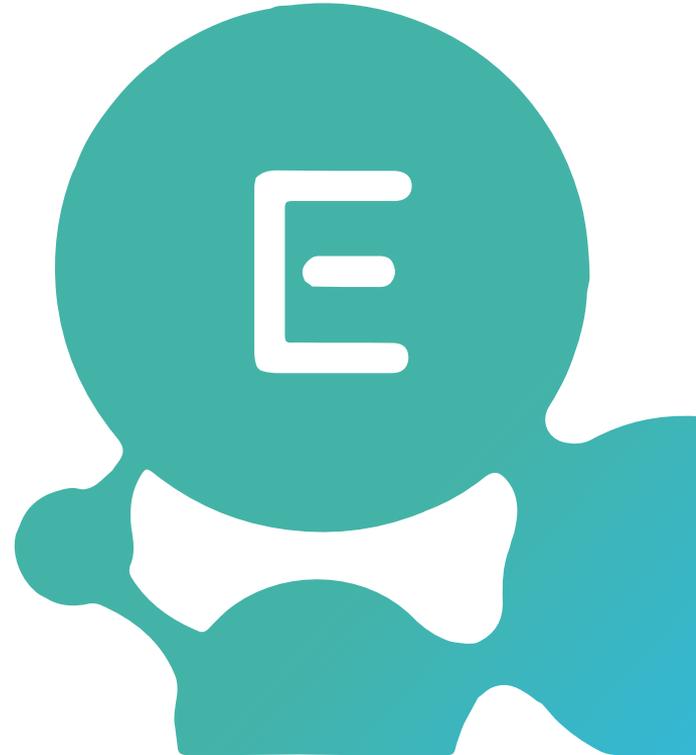




EUREKA Mobile Data
Actionable Intelligence

Eureka Company Profile

August 2020
Proprietary & Confidential



Executive Summary

EUREKA is an AI enterprise software platform to organize mobile telecom data and deliver actionable intelligence at scale. We aim to power digital partnerships between the world's 800 mobile operators and Forbes 2,000 companies.



Value Proposition

Eureka's Spectrum software platform delivers market, audience, risk and mobility intelligence products. We enable operators and enterprises to serve their customers better and acquire millions more.



Global Platform

Eureka is currently deploying at operators across ASEAN, India, the Middle East and Europe.



Eureka Leadership



Former members of global leadership teams of Microsoft, McKinsey and WPP



Benjamin Soemartopo
Chief Executive Officer



Tarek Najm
Chief Technology Officer



Michael Hawkins
Chief Marketing Officer, Asia



Eric Bonnel
Chief Financial Officer



Muni Srikanth
Vice President, Data Science



Bashar Zako
Managing Director,
Middle East and Africa



Tony Tromp
VP, Operations and Privacy



Alex Ginting
Vice President, Products



Vuyani Jarana
Managing Director,
Sub Saharan Africa



Mathias Baer
Managing Director Europe



Investors



Eureka Global Footprint and Network



Eureka Partners



Mastercard Start Path Partner



Azure Cloud Co-sell



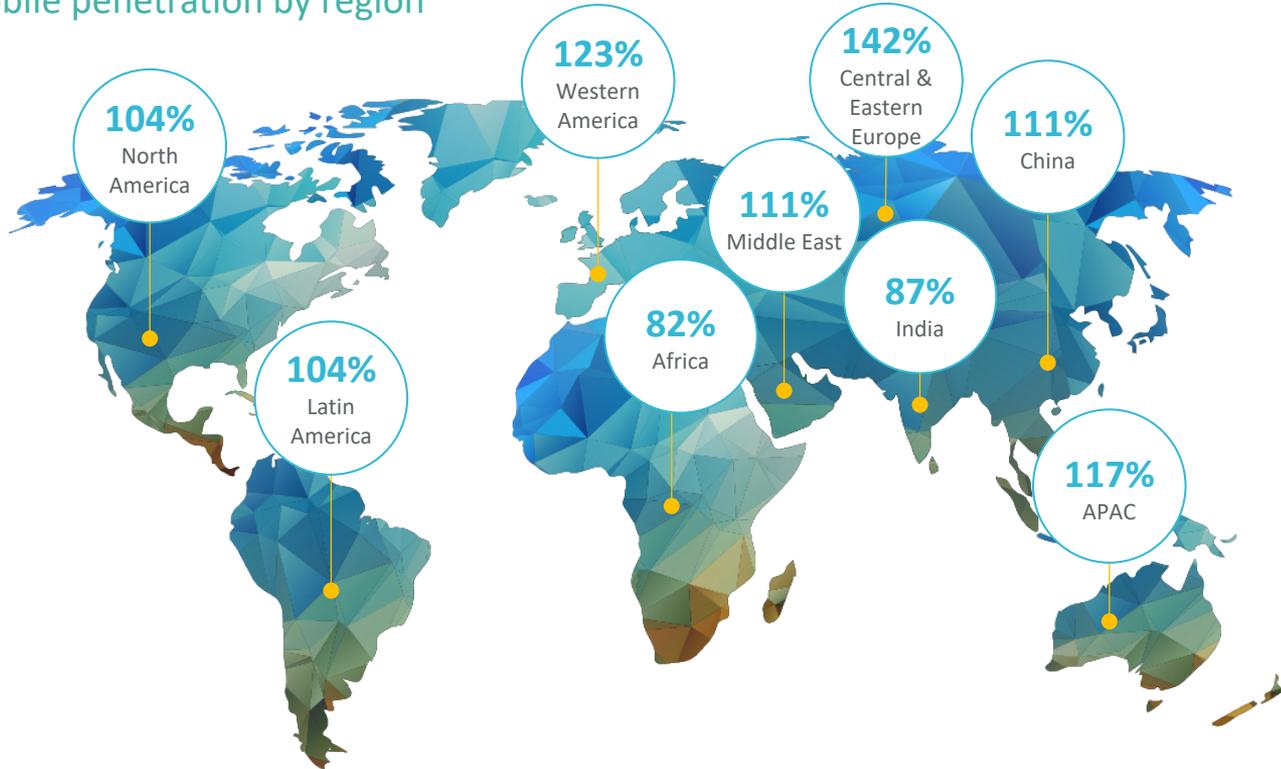
Credit Score Distribution



Retail Index Measurement

Mobile Operators Have Census Equivalent Coverage of 5.2 Billion customers

Mobile penetration by region



5.2 Billion
Unique
Subscribers



Telco Data
on par with Google
and Facebook



Data growing
5x by 2023

Eureka enables MNOs to turn data into revenue growth & efficiency

Eureka helps to unlock two Key Assets



Demographic



Device



Financial



Online/App
Behavior



Social
connection



Offline
location

Millions of Customers

Representing the **entire population** to rival the Digital marketing giants

Thousands of data points

A great depth of insight from **online behaviour** to **offline location** habits

While delivering incremental revenue and Efficiencies



Data
Monetization

Monetize Data

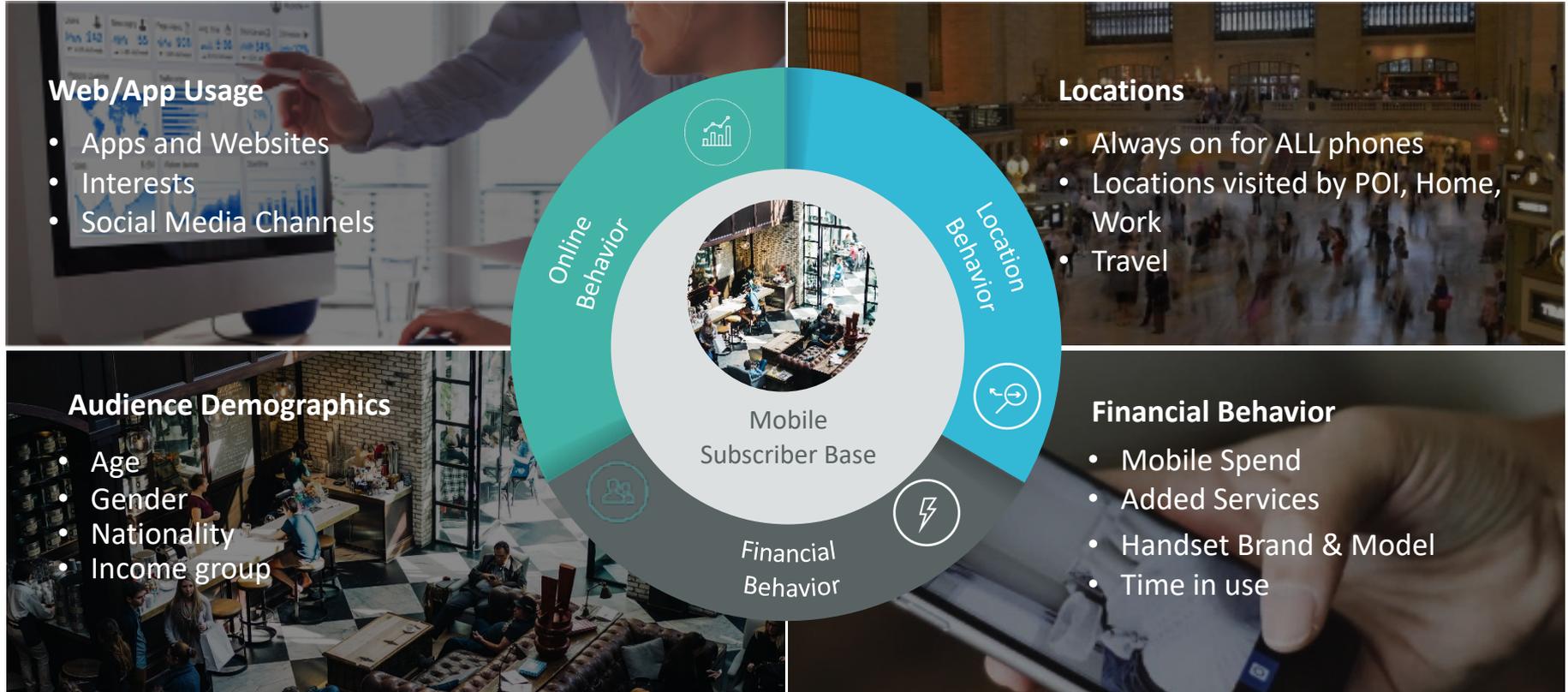
With **Ready to Sell Products**
And **Ready to Buy Clients**



Improve Efficiency

Enhancing Repositories
& **reducing time** on basic data scientist tasks

Mobile Operators Have Unique 360 Degree Data on Customers



Eureka Enables Mobile and Enterprise Partnerships

Key Issues Preventing Partnerships



Eureka Value Proposition



Common Spectrum Data Platform



AI Technology & Products



Standard Contracts, APIs and Self Serve Software



GDPR and Data Privacy Compliant



Software supports Internal Telco Revenue Generation and Operational Improvement

Spectrum Platform Organizes Mobile Telecom Data

Mobile Data

Eureka Product Suite and Spectrum Platform

Enterprises



30-60% of the country's population



Banking Data



Retail Data



Banking



Insurance

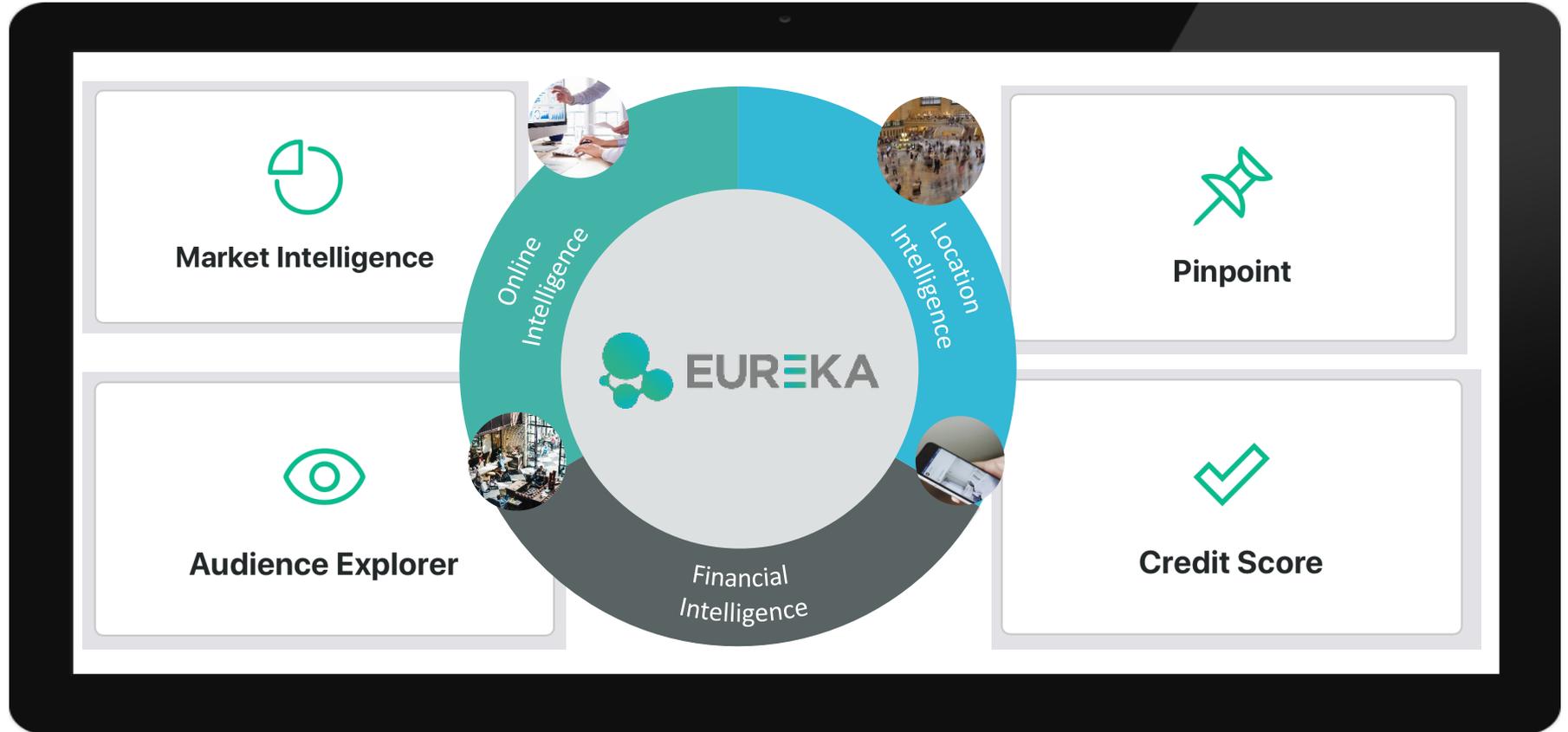


Transportation



FMCG

Eureka SAAS Product Suite of Actionable Intelligence



Eureka SAAS Product Suite of Actionable Intelligence

Online Intelligence

Location Intelligence

Financial Intelligence

EUREKA

Pre-defined Report

eCommerce
 Contact key analysis such as Market Share, Demography profile, Wallet share, user movement, usage engagement, usage by time.
 Latest Report: May 2019

Ride Hailing
 Contact key analysis such as Market Share, Demography profile, Wallet share, user movement, usage engagement, usage by time.
 Latest Report: April 2019

Music
 Contact key analysis such as Market Share, Demography profile, Wallet share, user movement, usage engagement, usage by time.
 Latest Report: June 2019

Insurance
 Contact key analysis such as Market Share, Demography profile, Wallet share, user movement, usage engagement, usage by time.
 Latest Report: May 2019

HEXAGON
 Hexagon ID: 177056
 Mobile Score: **8921**
 76% Hi-Misc

PROFILE PLACE OF INTEREST

How Old Are They (%)

- Gen Z
- Millennials
- Gen X
- Baby Boomers
- Traditionalists

Gender (%)

- Male
- Female

How Much They Spend on Communication (%)

- UWVC
- HVC
- MVC
- LVC
- NVC I

What Handset They Used (%)

- Samsung

Explore

Search: Save Convert

Search Results: 169 distinct users in 129 ms

Age Bucket

Device Type

ASPU Bucket

Velocity Group

Device Ratio Type

Reboot Bucket

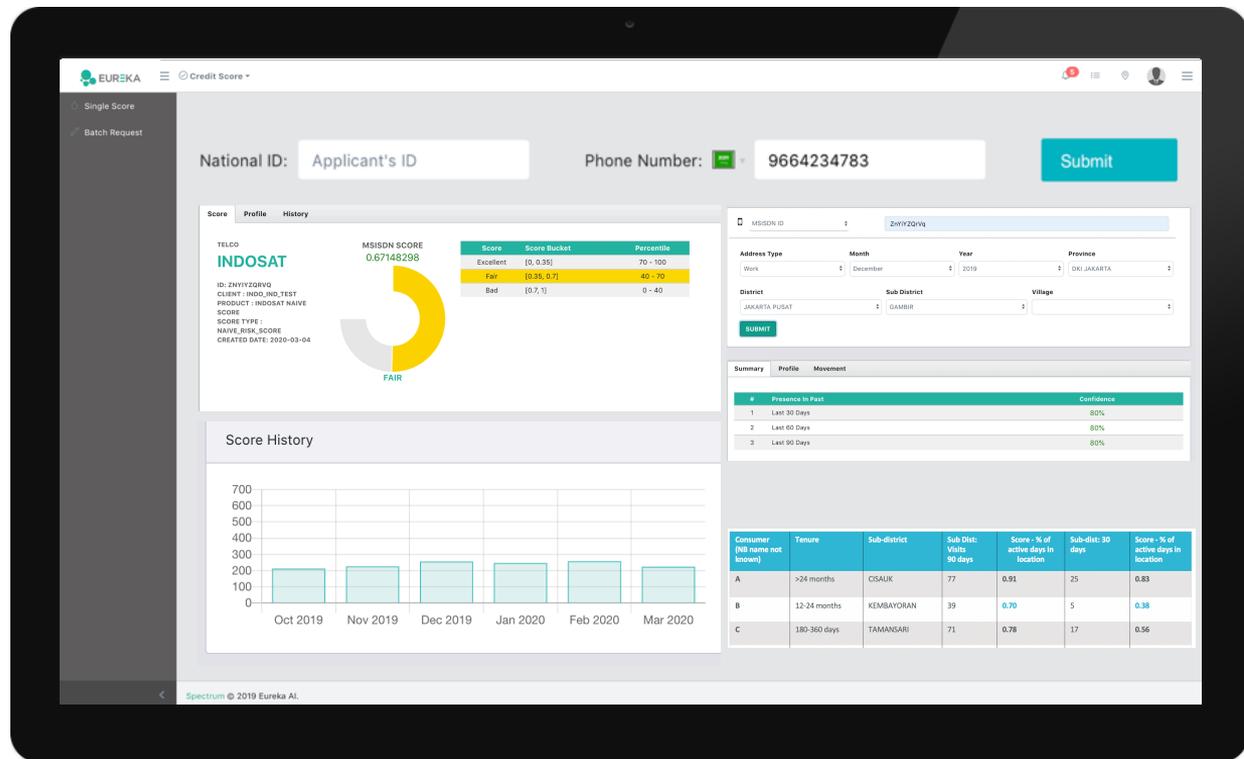
Credit Score

National ID: Applicant's ID: Phone Number: Submit

Score: 684

	Score Bucket	Percentile
excellent	527 - 690	99 - 100
excellent	499 - 526	96 - 98
good	469 - 498	91 - 95
good	431 - 468	81 - 90
fair	397 - 430	71 - 80
fair	354 - 396	61 - 70
poor	301 - 353	51 - 60
poor	250 - 300	41 - 50
bad	211 - 258	31 - 40
bad	135 - 210	0 - 30

Risk Intelligence | Lift Credit Score for Telcos



Increase financial inclusion

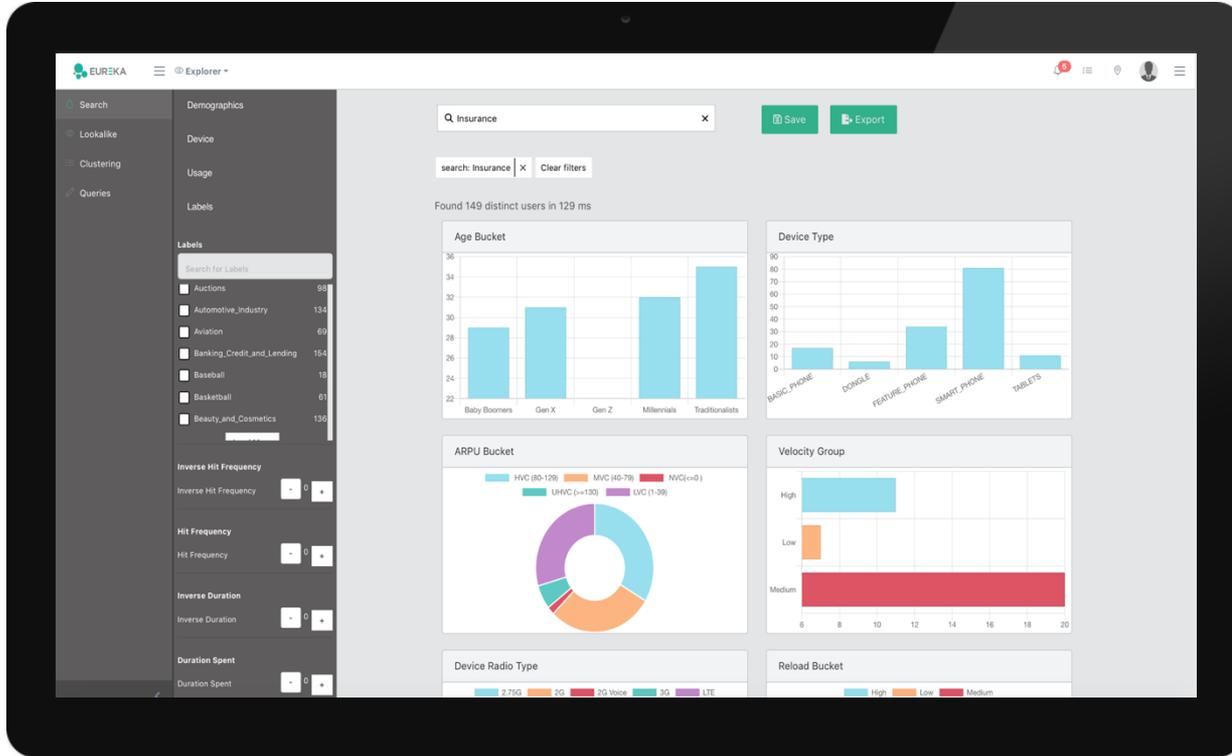
Provide risk score on par with credit bureau score using mobile prepaid data

Use for Internal Upsell, External Monetization via Eureka & Scale through Bureau Partnerships

Location verification services

Ready to Sell product & Ready to buy Clients

Audience Intelligence: Explorer



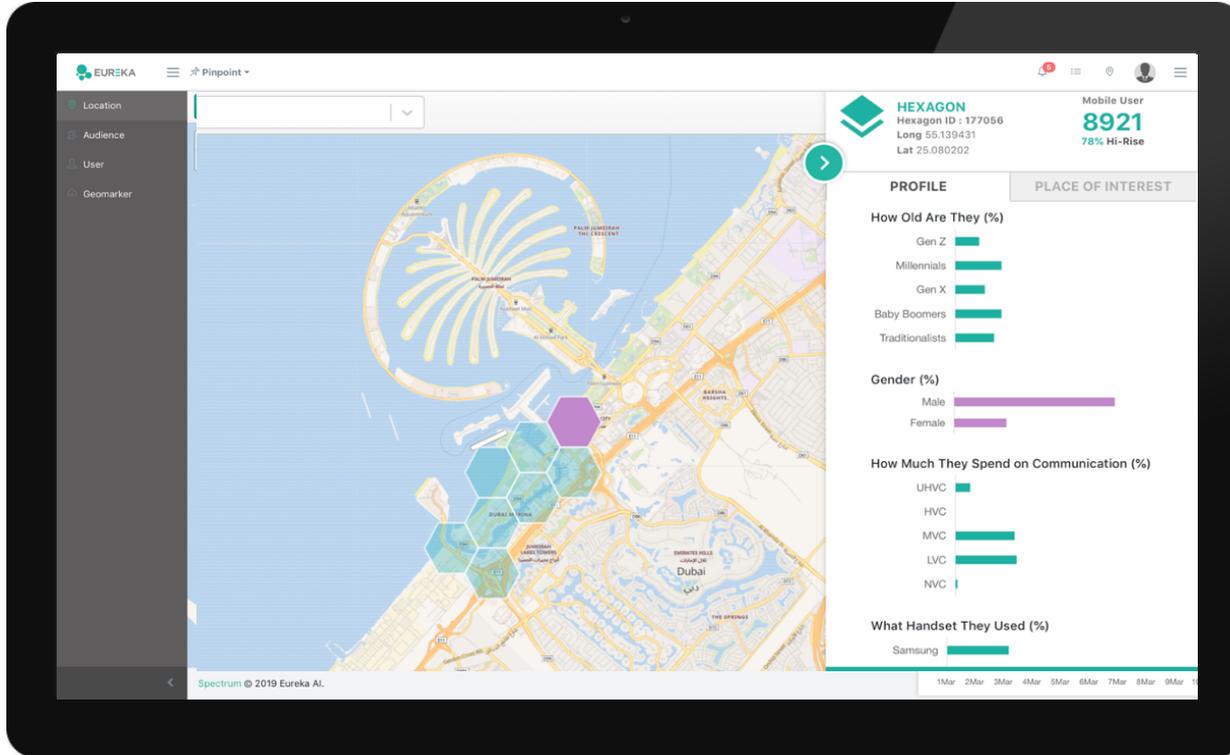
Putting subscriber intelligence at your fingertips

Search paradigms to rapidly derive intelligence and segments

Lookalike modelling on the fly

Export segments for Internal activation and research insights

Mobility Intelligence: Pinpoint



Target customer segments based on location, movement and interests

Intelligence on geomarker locations – population, inflow/outflow movement

Support decisions on site placement for

- Digital Billboards
- Branch Locations

Local partners from the OOH industry

Eureka Pinpoint – Use Cases

Mobility intelligence is used at an aggregated level to understand the movement of citizens across a nation for four specific use cases



Out of Home Advertising

- Census level data over time and history
- Understanding volume of traffic and Demographics of Telco Subscribers passing a specific billboard
- Filtration by behavior, segment, dominant location or Web/App usage
- Analysis by Time of day, Day of week, before, during & after campaigns



Retail

- Footfall analysis of specific locations – volumes of visitors segmented by Mobile behaviours
- Filtration by behavior, segment, dominant location or Web/App usage
- Analysis by Time of day, Day of week



Consumer

- Analysis of the Online and Offline behaviours of Segments of the population Define segments by demographics and Behaviours (age x App usage)
- Offline: Where they go, when and for how long
- Online: What they browse, what they watch, where to advertise

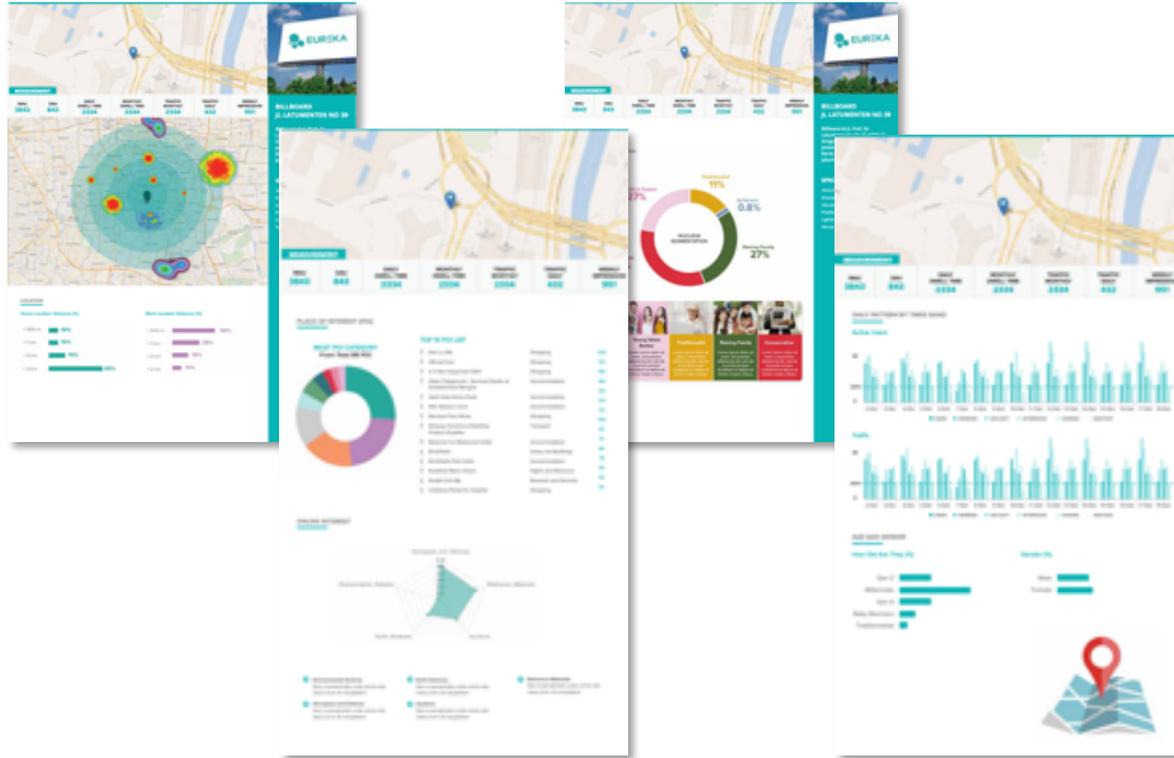


Security

- Historical location Tracking of known Mobile number
- Behaviours and locations on known targets
- Look alike modeling based on location and Data behaviours
- Risk modeling for locations



Pinpoint for OOH | Advertising & Media Measurement



Hourly stats by POI; for both the project site and billboards



Heatmap of visitors or prospective buyers by home / work location



Average distance travelled from home/work location; valuable insights for billboards

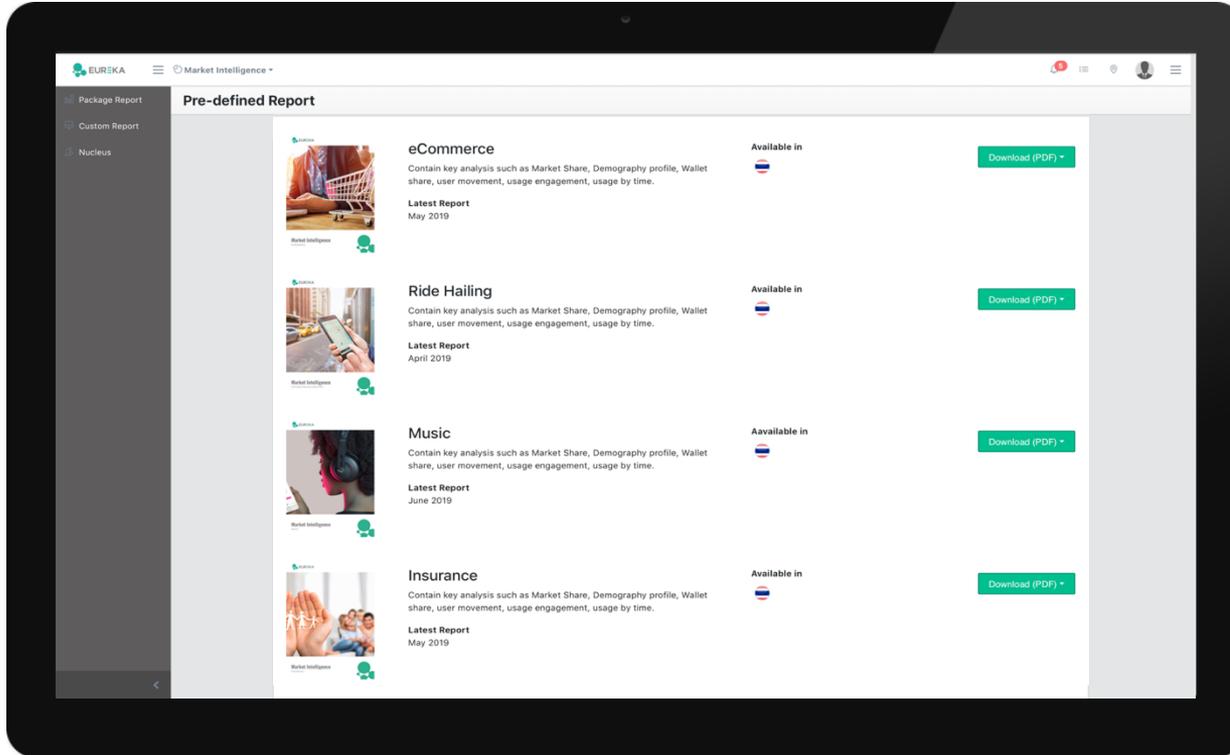


Advanced profiling of visitors / prospective customers; e.g. nature lover, golf enthusiast, young families



Risk Intelligence; affordability filter on prospective customers

Omni: Online Market Intelligence



Competitive intelligence on Digital Applications

Continuous sample allows understanding of behaviour trends

Deep insight from millions of users on a daily basis

Unique KPIs to track your digital Reach, Engagement Frequency of use and more

Online Market Intelligence | Our Unique Differentiators

COVERAGE & ACCURACY

- **Quality data & Reach;** Eureka covers **>30% of the total population**
- **Continuous sample of Data** is collected **24*7** from the SAME subscribers – unless the smartphone is turned off and/or a subscriber changes number
- **Omni coverage of both online & offline:** tracking of location AND Apps/websites visited over time

WEB/APP – MEASURE & ANALYSE

- **Reach;** Ability to identify repeat users of your app via MSISDN
- **Frequency;** Measure Frequency of visit & total usage over time for your App and competitors
- **Unique Online measures;** Measurement of usage filtered by Demographics, Other App usage & interests and locations interests

SEGMENTATION & TARGETING

- **Advanced customer profiling** through POI visits, and DPI data
- **Customer Audience Segments** can align with client customer segments

ACTIVATION & PROGRAMMATIC

- Ability to target based on the insights of specific customers via MNO SMS and in app message channels
- **Future - Accurate targeting** through integration to DMP / DSP

CONSISTENT DATA FOR KPIS

Insights Delivered Flexibly:

- 1) Monthly reports
- 2) Insight Dashboard Portal
- 3) API/CSV into client reports

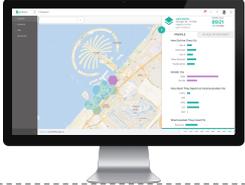
Eureka Intelligence and Activation Menu

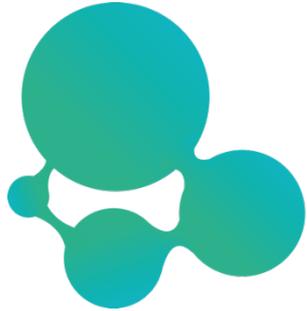
		Intelligence			Activation
		Data Fields	Measures	Time Scale	
	 Demographics	<ul style="list-style-type: none"> • Age • Gender • Nationality • Segmentations 			
	 Financial	<ul style="list-style-type: none"> • Handset Type • Spend (ARPU) • Tenure • Credit Score • Mobile Wallet 	<ul style="list-style-type: none"> • Number of Unique Users (Reach) • Number of Visits (Frequency) 	<ul style="list-style-type: none"> • Hourly • Daily • Weekly • Monthly 	<ul style="list-style-type: none"> • Telecom Channels • Digital Channels
	 Location & Mobility	<ul style="list-style-type: none"> • Home • Work • POIs • Travel • Stay at Home 	<ul style="list-style-type: none"> • Length of Stay (Engagement) • Time of Visit 		
	 Online	<ul style="list-style-type: none"> • Apps & Websites • IAB Taxonomy • Soc Med Channels • Payment Channels • Bespoke Segments 			

Eureka Product Suite of Actionable Intelligence

	Product	Description	External Use	Internal Use
  <p>Audience Intelligence</p>	Explorer & Matchbox	Put intelligence on the mobile subscriber base at your fingertips	Self serve advertising platform for B2B enterprise clients.	Cross/Upsell and Churn campaigns
  <p>Risk Intelligence</p>	Lift Credit Score	Alternative data credit score to increase access to finance.	Partner with credit bureaus and banks to support credit scoring	Device financing and pre to post paid conversion
  <p>Mobility Intelligence</p>	Pinpoint	Insights on locations and movement	Out of Home Advertising and Smart City analytics	Advertising and Capex location planning
  <p>Market Intelligence</p>	Market Intelligence Reports Rewardnow Survey Panel	Customer insights and market research	Market share and consumer research reports	Net promoter score and product research

Eureka Access Options

	Description	Access
 Interactive UI	Dynamic interaction with software	
 PDF Reports	Downloadable PDF report	
 API	Obtain requested data fields as an API feed on agreed timing basis (weekly, monthly).	
 .CSV	CSV file for upload to Client interface (e.g. Tableau)	



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