

# Company Profile

## MOBEE INDONESIA



2009

## Company Profile

Mobee was founded at the beginning of 2006 in Jakarta, Indonesia, and it is mainly dedicated in developing new technologies for businesses and media companies in the mobile market through the medium of ODP (On Device Portal) publishing technology.

Mobee today's, has a successful unique end-to-end technology for mobile enabling businesses and multimedia content, easy to use and cost effective. Today the company is owned by its investors and founders, which gives Mobee the financial platform to develop and expand worldwide.

### Our Vision

To become the preferred “mobile enabling” technology for On-Device-Portal solutions to both businesses and media companies.

"Enabling the most user friendly, engaging and reliable mobile content experience for the global community."

### Our Mission

To constantly explore and develop “mobile enabling” technology for businesses and media companies, with integrity and honesty related to all people in our organization (employees, partners, investors, costumers).

### Our Values

Since our foundation, we built our success on following attributes and aspirations

#### Creativity and Innovation

Creative thinking and innovation are the basics of our everyday thinking. We greatly appreciate different perspectives which always keeps us on the edge.

#### Customer Focus

We put our customers in the center of what we do.

#### Agility

We move quickly for leading change and seizing new opportunities.

#### Teamwork

We believe in creating a team synergy by respecting and motivating each other.

#### Responsibility

We work to improve ourselves and our social community as well as the interest of our customers.

Our flagship product the **Mobee Micropage Mobile Platform** is uniquely focused on delivering a mobile end-user experience superior to alternative browser based solutions. .

Micropage's simple logical menus ensure easy discovery, consumption and repeat usage of mobile data services. Simplifying the end user experience improves subscriber satisfaction, encourages adoption and promotes operator/content provider brand identity.

Mobee's Micropage platform enables digital content to be sent over-the-air and stored on a wide range of handsets from feature phones to smart phones ensuring the end-user always has fresh content.

Mobee's Micropage provides operators/content provider with the right applications and support to increase data usage, content subscription, customer loyalty and ultimately reduce churn.

### **Mobee's Micropage Value Proposition**

Mobee's Micropage is satisfying the wireless user experience needs:

- \* Capabilities – quicker access to content & content automatically stored on the device
- \* Ease of use – Logical, simple menus & navigation – less clicks
- \* Money – Preview capabilities – ability to "try before you buy"
- \* Ubiquity – No need to always be online or in a network coverage area
- \* Immediacy – Fresh content resident on the device, quick, simple navigation & downloads
- \* Self Expression – Fun, funky designs and services, subscriber customization; personal content, UI, Screens & brand identity
- \* Reassurance – Subscriber can preview content to decide upon need, content quality & value for money
- \* Community – Sharing of personally chosen content, information & services
- \* Choice – Multiple handset & platform support delivering a plethora of fresh, relevant content & information to the subscriber device

Mobee's Micropage Value Proposition:

- \* Proven to Increase operator data services ARPU and/or content subscription for content provider
- \* Deployed on multiple devices & platforms
- \* Dynamic User Experience creation, delivery & management
- \* Fresh content always resident on the device
- \* Simple, Fast Deployment
- \* Experience – tested over most major cellular brand and types and in all operators in Indonesia

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