

A Quarterly Newsletter
of the World's leading Mobile Social Media
and Value Added Service provider



Kirusa serves **30** carriers
across **4** continents
600 million calls
70 million unique users
every month

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Mobile Phones as **Change Agent** in Africa

Millions of Africans are reinventing the power of technology through mobile telephony which has swept away physical boundaries and liberated the underprivileged from the shackles of lack of opportunity and illiteracy. Mobile phone technology has enabled a farmer in Tamale, Ghana to send a text message to know the price of tomato or corn in Accra, 400 kilometers away. It has also made a person in a small town of Timbuktu in Mali reach his relative living in faraway France. A day-laborer in Niger can call his relative in Benin to know about the job opportunity there and save USD 40, which he would have to spend on a trip. From improvement of education system in Namibia to using SMS for healthcare to keep a tab on child health in Uganda, such incidences are numerous.

While the potential of mobile telephony has been acknowledged world over, illiteracy has been a hindrance in its benefit reaching to those who can't read or write.

One certain way this barrier could be overcome is by use of Voice SMS. Kirusa is playing a historic role in adding more life, and smiles to mobile telephony by enabling carriers to offer the unique Voice SMS Service with a range of features that make it simple and attractive for customers of all hues – literate and unlettered. Our presence in Africa and services to its people has been a matter of pride for us.



Voice SMS 2.0 – Tigo DRC's Journey



In September 2010, Tigo DRC, a leading telecom operator in the Democratic Republic of Congo (DRC), implemented Kirusa's Voice SMS technology, and in less than a year it witnessed a very high adoption rate. Customers of Tigo DRC value Voice SMS. They have learned how Voice SMS has freed them from the time-consuming exercise of forming sentences and typing it out in the message box. They can now simply use their voice, and send emotion-laced messages to their friends and family. For them, true connectivity began when their voice became the

tool for interpersonal communication. General Manager of Tigo, Mr Abdellatif Bouziani said, "We introduced Voice SMS in DRC to facilitate better communication. We are delighted with the runaway success and customer response to this service. Kirusa has proven its ability in generating high revenues from Voice SMS and its open multimodal platform." He added, "We are very happy with the stability and performance of the Voice SMS service. Managed services from Kirusa have been crucial to the success of Voice SMS at Tigo."

Reasons Behind Increasing Adoption of Voice SMS

The growing adoption of Voice SMS in many parts of the world could be attributed to the following:

- Voice SMS frees a person from the necessity of giving exclusive attention to typing messages. A person can create a voice SMS even while cooking, driving or doing anything else
- Voice helps a sender convey his or her emotions to the recipient, which written text cannot
- Voice SMS takes half the time spent on creating a message as compared to composing a text message
- Voice SMS is an extremely convenient tool of communication for the visually impaired
- Unlettered users can also use voice SMS without any knowledge of the written script

TXT Ghana Services - A Hit among Kirusa Customers

TXT Ghana is a mobile-media company that provides integrated mobile services spanning mobile entertainment, mobile information dissemination and the enabling of mobile based products and services that are engineered to build, continually enhance and retain relationships with the mobile generation. TXT Ghana is the leading Wireless Applications Services Provider (WASP) in Ghana and also the leading enabler of Mobile Brand Extensions for corporate entities. The company has spearheaded the introduction of several innovative and exciting mobile based products, services and campaigns. In May this year, TXT Ghana services built on Kirusa platforms were used by hundreds and thousands. Customers subscribed to these services either through SMS or OBD (Outbound Dialer). "It is heartening to see such a large number of customers using our services, which are typically aimed at helping them acquire the power of information, even on the move. The robust Kirusa platform and flawless delivery ensure customers come back to us again," said a TXT Ghana official.



10 Million Calls in 23 Days in a Single Campaign

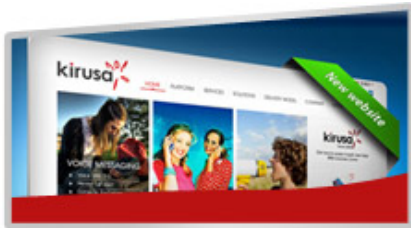


Kirusa has partnered with Loop Mobile to provide a bouquet of Tele-marketing/Tele-voting Services over Voice & SMS in India. The platform offers unique solutions to Brands & Media companies for leveraging the power of voice in their interactions with consumers/ viewers. With this platform, Kirusa empowers companies to establish an efficient, cost effective and interactive communication system between the Brand and its target audience. This was evident in a recent month-long campaign where Loop Mobile and Kirusa successfully managed the tele-voting

activity for the "The Greatest Indian" contest aired on CNN-IBN and History TV 18 channels. The 1st Phase of Voting started on June 4 with the announcement of Top 50 nominees. Each nominee was allocated a 10 digit mobile number which was hosted on the Kirusa Platform. People had to give a missed call to those whom they considered The Greatest Indian. The 1st Phase got over on the June 25 and over these 23 days the platform received over 10 million calls. It was a huge success.

Way Ahead

2011 has proved to be an excellent year for Kirusa with a market reach of over 600 million mobile subscribers and more than 70 million monthly unique users in Africa, Middle East, South and South East Asia, CALA and Eastern Europe on 30 different mobile networks. We are planning many new exciting services for our customers and end users. As we get into a new era, and with millions of happy and talking customers spread across four continents, we think it right to continue to get closer to the needs and aspirations of markets. One way we are doing this is by enhancing our online and social media outreach. Our website wears a new look and we shall be happy to get your views on this. Also, join our conversations on the Facebook and Twitter. We value your inputs.



Kirusa's Knowledge Leadership

We are committed to focus on knowledge leadership. Presently Kirusa is in the process of producing whitepapers, eBooks, and reports to help our customers keep in touch with the developments in the industry. We have moved our consumer corner from Voice.Kirusa.com to a separate domain: GlobalVoiceSMS.com. We are looking forward to engage end-users by providing them valuable tips on Voice SMS usage. The first customer survey is underway and we shall be happy if you too participate in the same at **GlobalVoiceSMS.com**

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