

RCS in Mexico, exciting challenges and opportunities.



Going beyond SMS



More than user engagement



What after RCS?



Going beyond SMS



SMS will disappear, running out of business



Cleaning industry with stronger players



SMS and Apps are boring; new clients on board



Ubiquity



Going beyond SMS

Size of the Market





Going beyond SMS

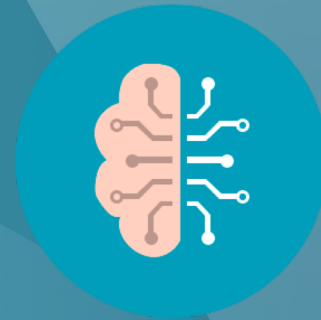
Amazing opportunity to increase revenue



Increase Users



Failover



AI

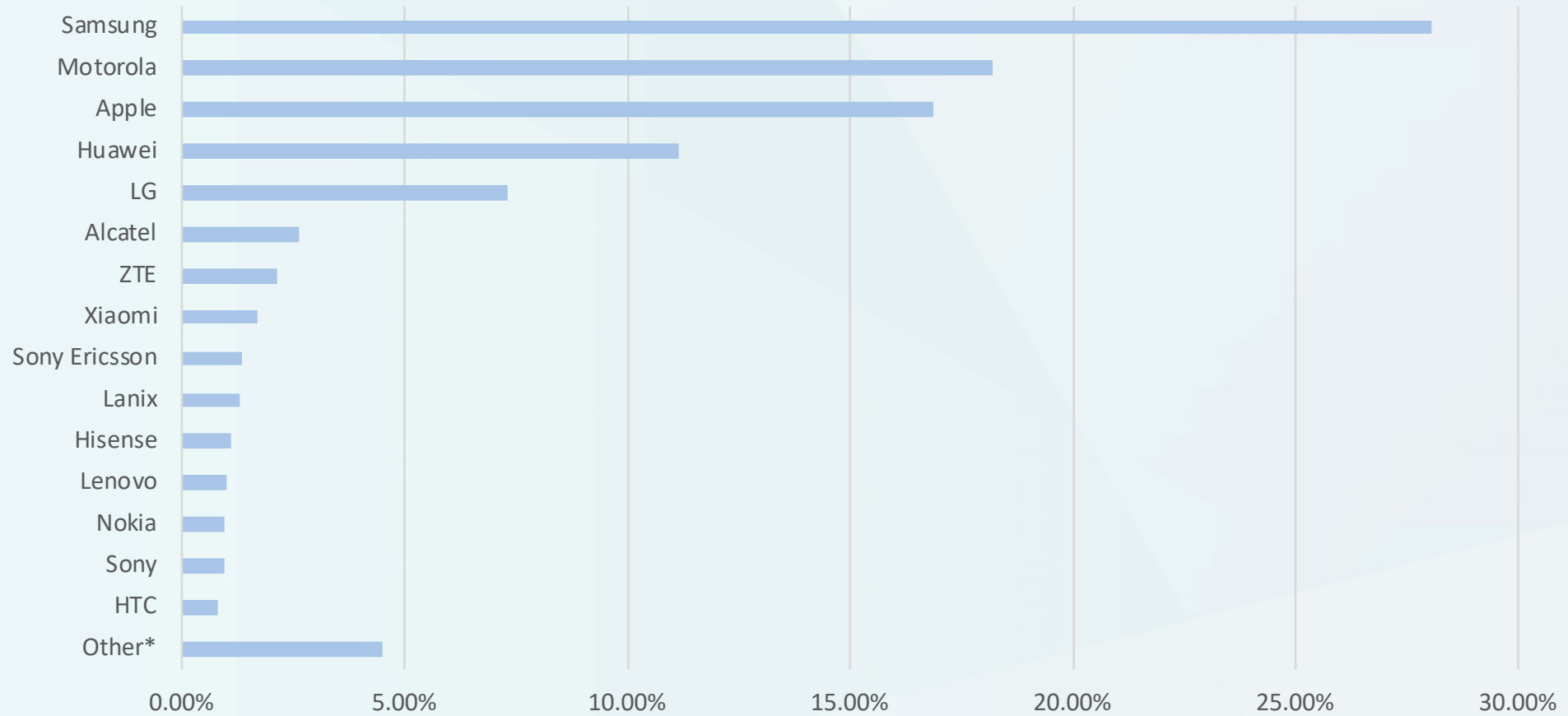


Partnership



More than user engagement

Endless opportunities due to Android penetration





More than user engagement

Multichannel interaction, painful integration

Analytics at lower cost – Handset DLR

New revenue stream





More than user engagement

Callcenters are a big pain





More than user engagement

Best asset over alpha or dedicated

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More than user engagement

SMS

- 98% Open rate
- 90% Open within 3 minutes
- 29% Response rate

- 10 Years old data

RCS

- 6x Engagement
- 79% Users feel safer with Brand interaction.



What after RCS?

Great Reach

Android usage increase vs Iphone

Backed by largest carrier

Create new industries

Makes users feel safer

SME Will engage in mobile marketing

OPEX model attractive for companies

Reward program companies Will join the industries

New and attractive comercial models

Access to new services for low income sector



About Quiubas Mobile

Quiubas is a Mexican company; a global leader in mobile messaging and engagement for Mexico's market, and active A2P traffic in more than 20 countries. For more than 13 years, Quiubas' platform has proudly delivered unparalleled performance and flexibility for high demand enterprises and mobile users across several industries.

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