

WE ARE UPSTREAM

November 2016



WE ARE UPSTREAM

ACCELERATING M-COMMERCE



Upstream is the leading m-commerce platform distributing digital goods and services, in high growth markets



1.2bn
Consumer reach

65m
Paying
Subscribers

43
Markets

€235
Revenues
2015

Trusted by 54 mobile operators:



WHAT WE DO

END TO END MOBILE SOLUTIONS



LOCALISATION

We select the most valuable and relevant digital services for consumers in emerging markets, adapting them to local needs and infrastructure



CUSTOMER ACQUISITION

We drive customer acquisition through >20 operator and digital channels optimising across various promotional tools



SERVICE DELIVERY

We reach 100% of mobile users, regardless of handset and internet access



PAYMENT

We enable payments through direct operator billing, no need for a bank account



SUBSCRIPTION MANAGEMENT

We monetise via subscription based micro-payments



WHY UPSTREAM?

THE GATEWAY TO EMERGING MARKETS



The Opportunity: Reaching the next 3 billion consumers and tapping into the \$70 billion digital opportunity

MOBILE OPERATORS | We help leverage their unique assets to get their fair share of the digital economy pie.

DEVELOPERS, SERVICE PROVIDERS, PUBLISHERS | We offer fast track access to 43 high growth markets.



WHAT WE OFFER

THE MOST RELEVANT AND EXCITING DIGITAL EXPERIENCES AND SERVICES



MOBILE INFOTAINMENT

Games | Celebrity Apps | Sports | News | Chat | Finance | Puzzles



STORES / PORTALS

App Stores | HTML5 Game Portals | Video Portals



SERVICES VIA MOBILE

Micro-insurance | Education | Health



MARKETING PROMOTIONS

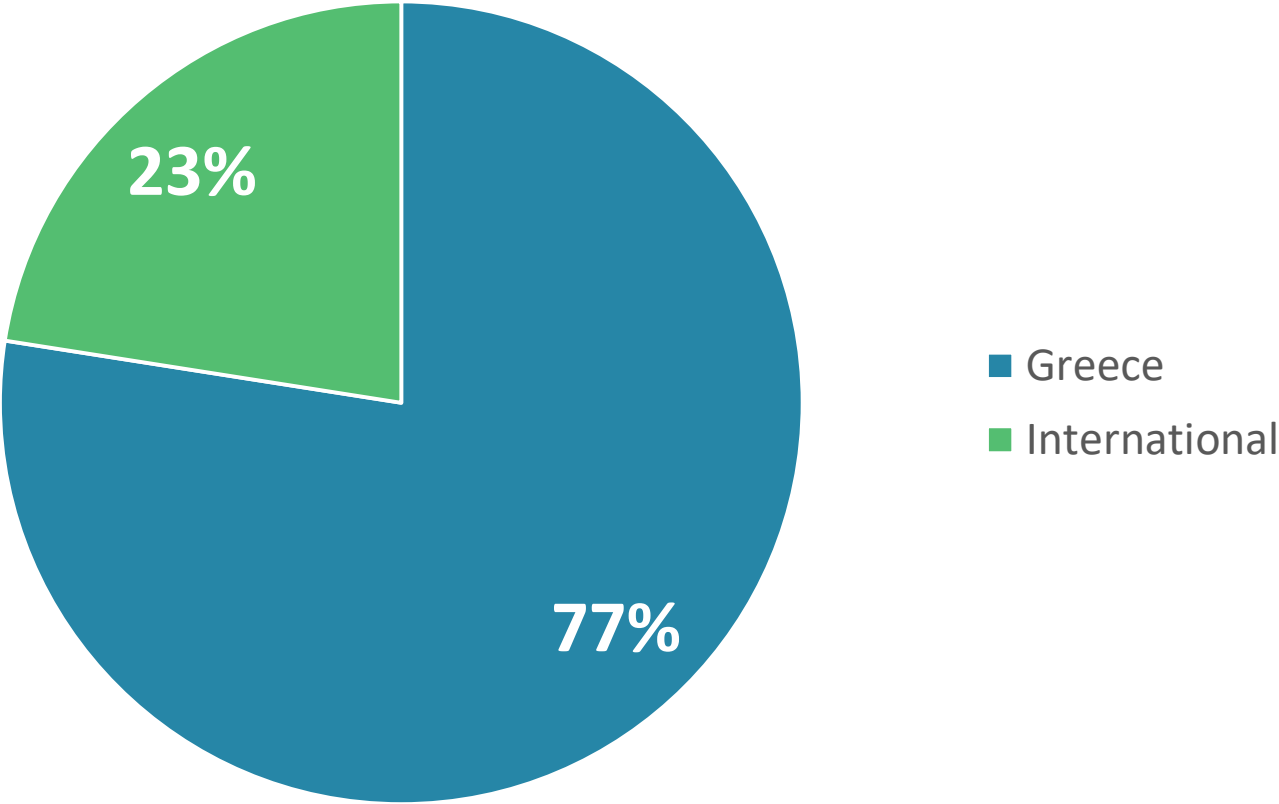
Award winning marketing promotions

** Loop is a subscription based celebrity app, offered across all mobile devices*

Our People: Upstreamers



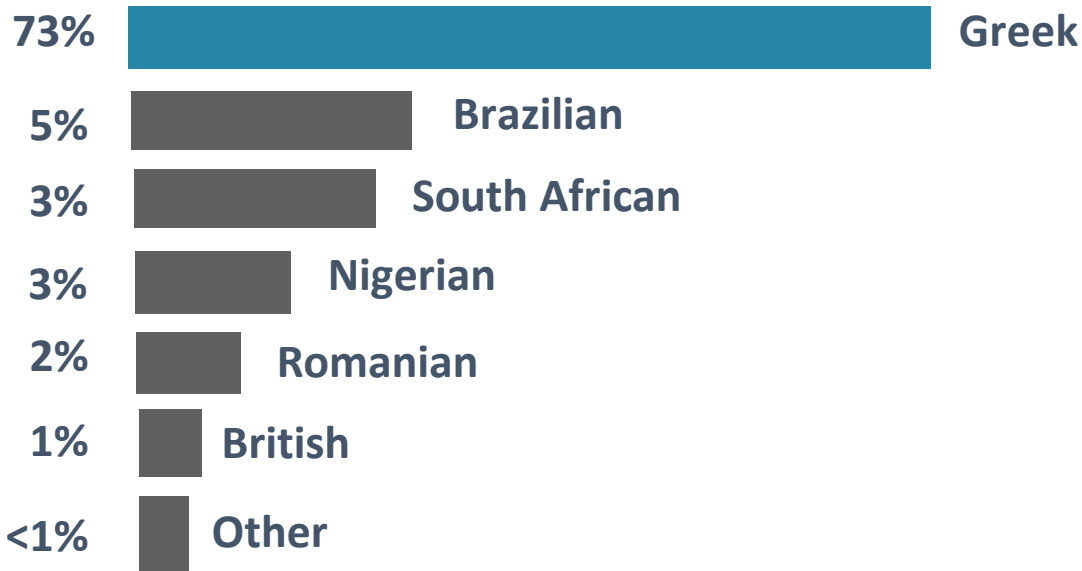
Headcount: Location



Our People: Upstreamers



Ethnicity



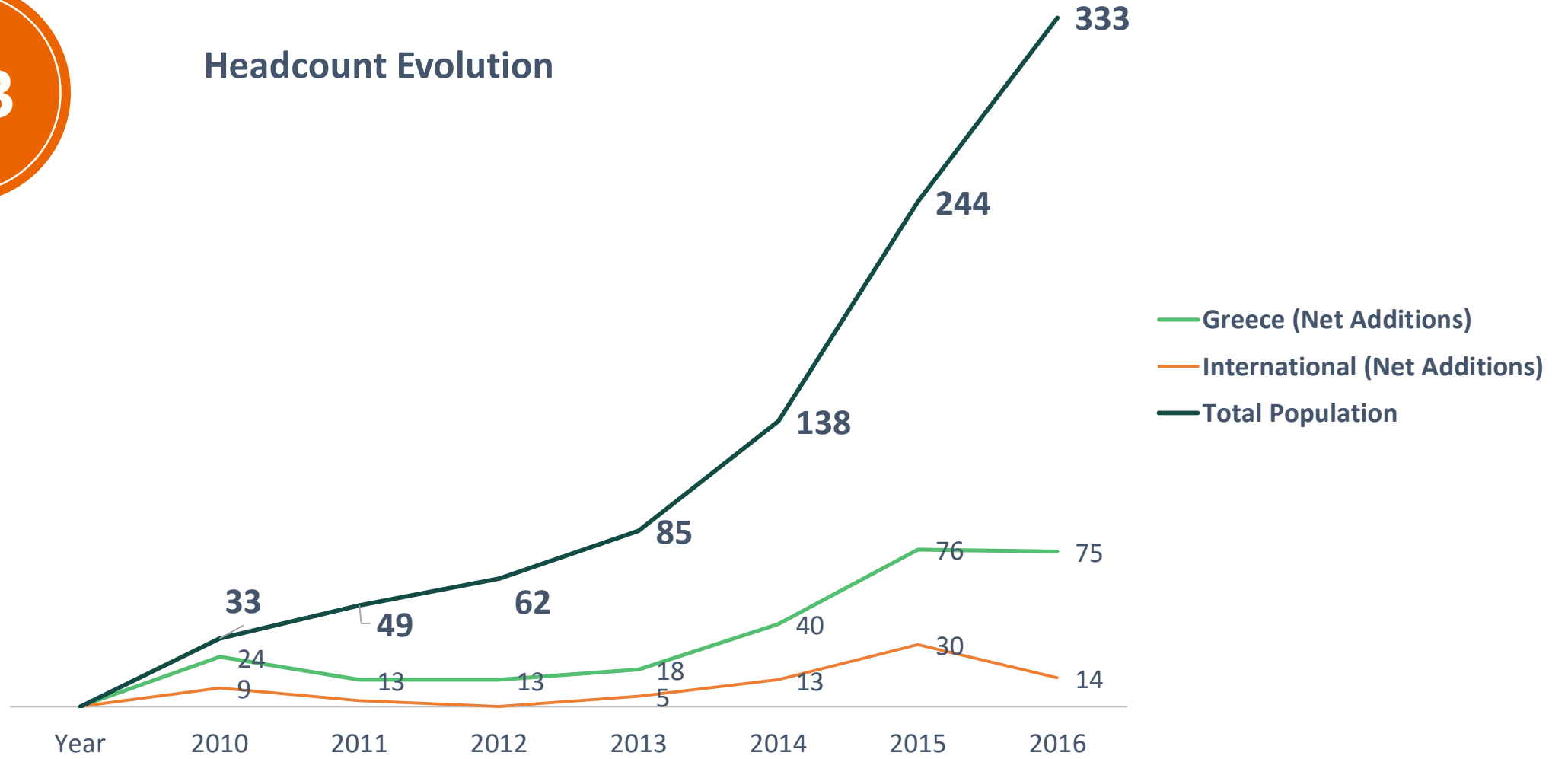
Israeli, Italian, Filipino, French, Ghanaian, Jordanian, Vietnamese, Angolian, Argentinian, British Congonian, Egyptian, Indian, Ivorian, Peruvian, Senegalese, Spanish, Turkish, Venezuelan, Zimbabwean

Our People: Upstreamers



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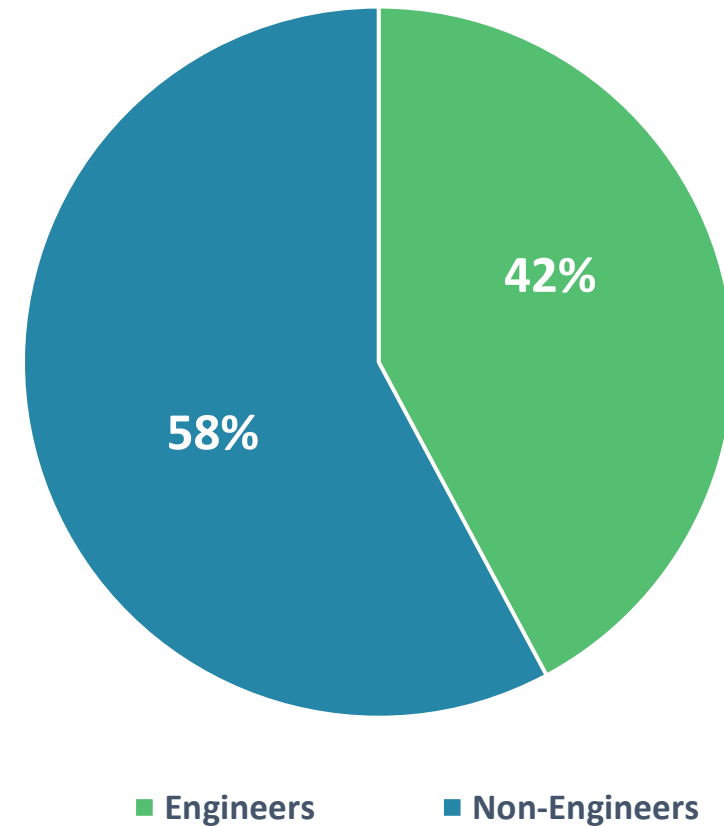
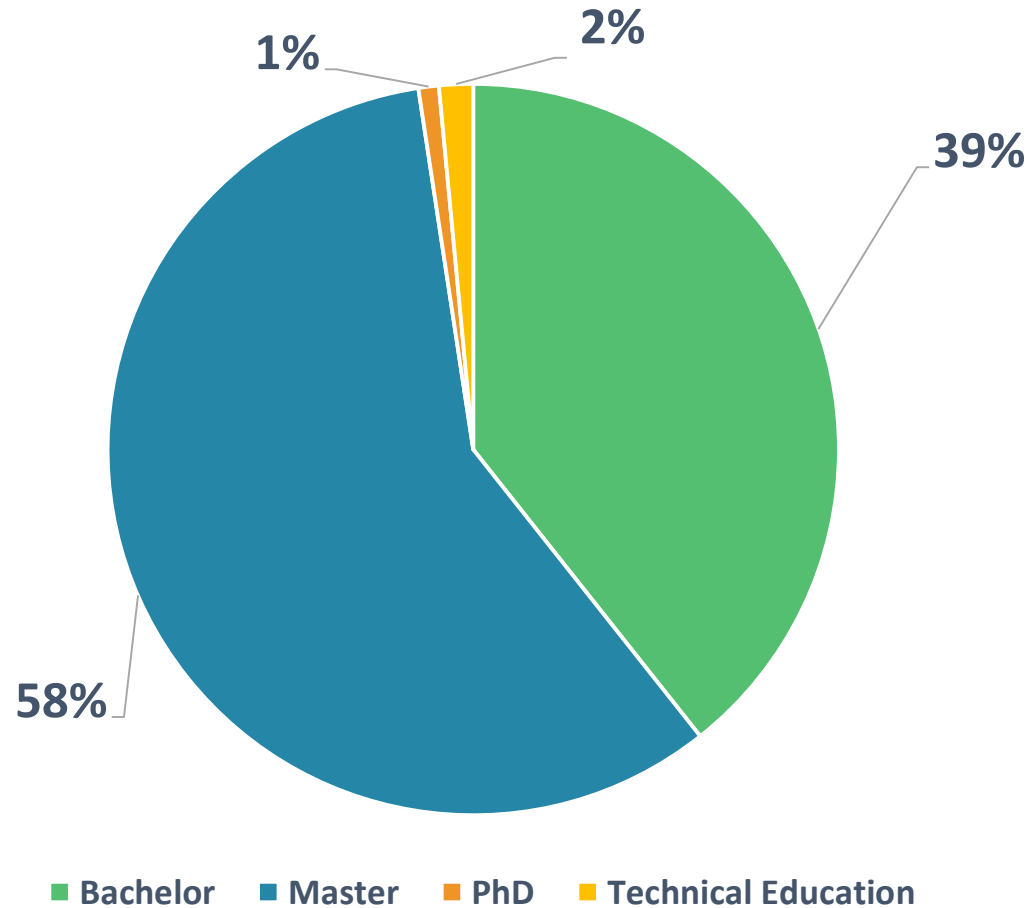
Headcount Evolution



Our People: Upstreamers



Headcount: Educational Background



A challenging and developmental environment

Growth – Caring – Fun



Hackathons



On and off the job trainings



Olympus mountain climbing



Goodwill marathons



Fun



Beer Fridays



Upstream Cares Program



Sport activities







Accelerating m-commerce



upstreamsystems



upstreamglobal



upstream