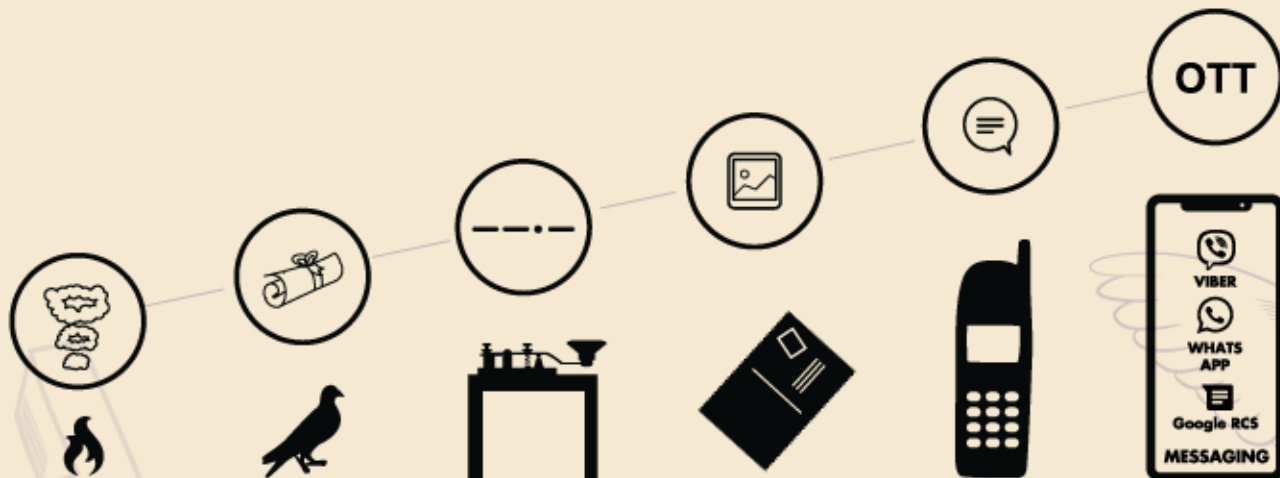




MESSAGING EVOLUTION

«Viber, Google, WhatsApp are here to disrupt Commercial Messaging!»



Andreas Constantinides - Commercial Director Yuboto Ltd

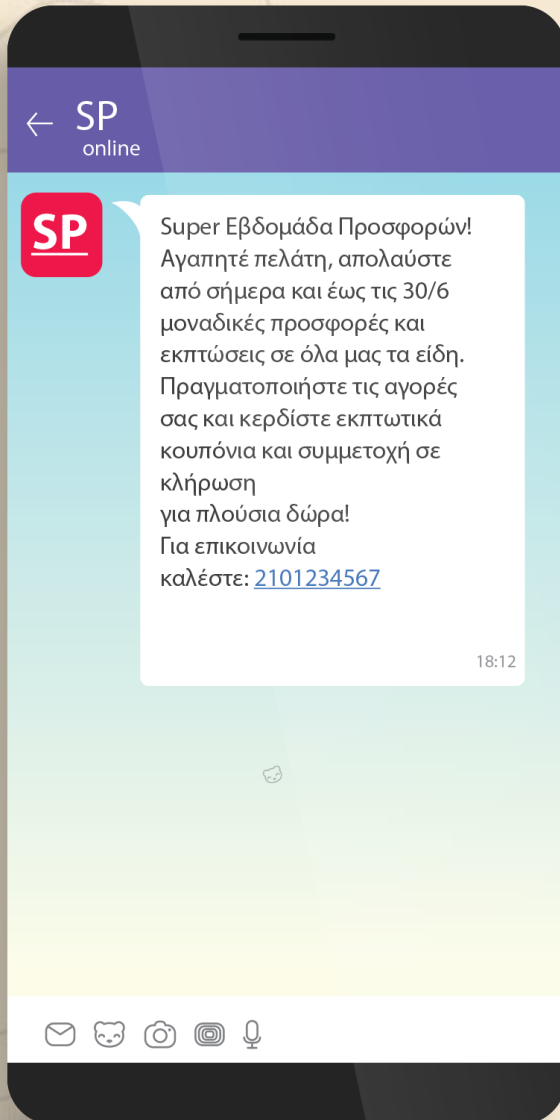
YUBOTO

MESSAGING
Evolution

The *Evolution*

Connect. Freely.

“The Messaging War Just Begun!”

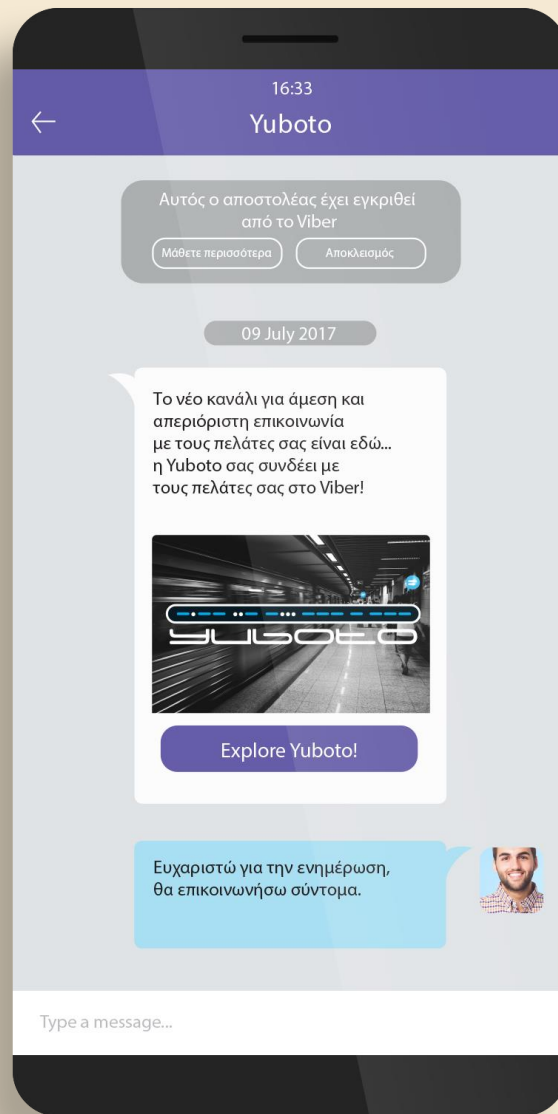


One Way Communication

YUBOTO

MESSAGING
EVOLUTION

2 Way Communication



Viber... at a glance!

1b users worldwide

1st OTT messenger open to brands

>75% Smartphone Penetration – Greece

25% Higher Conversion / SMS

At a fraction of the SMS

SUBOTO

MESSAGING
Evolution

The RCS *Evolution*

“Google talks... market walks!”

The RCS annexation

GSMA

+11 OEM

+ GOOGLE

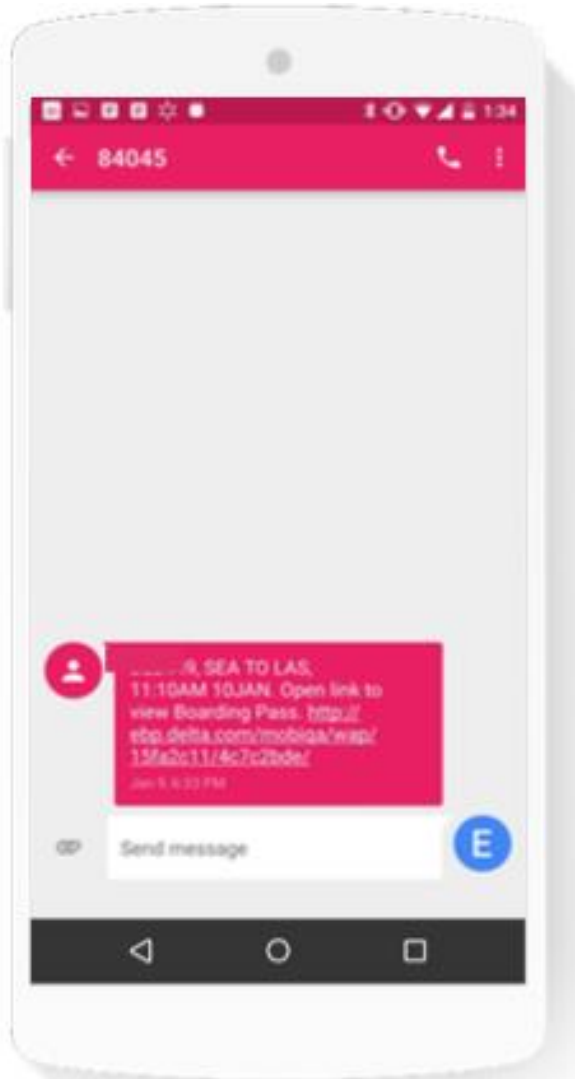
+ 40 MNOs

+ ANDROID

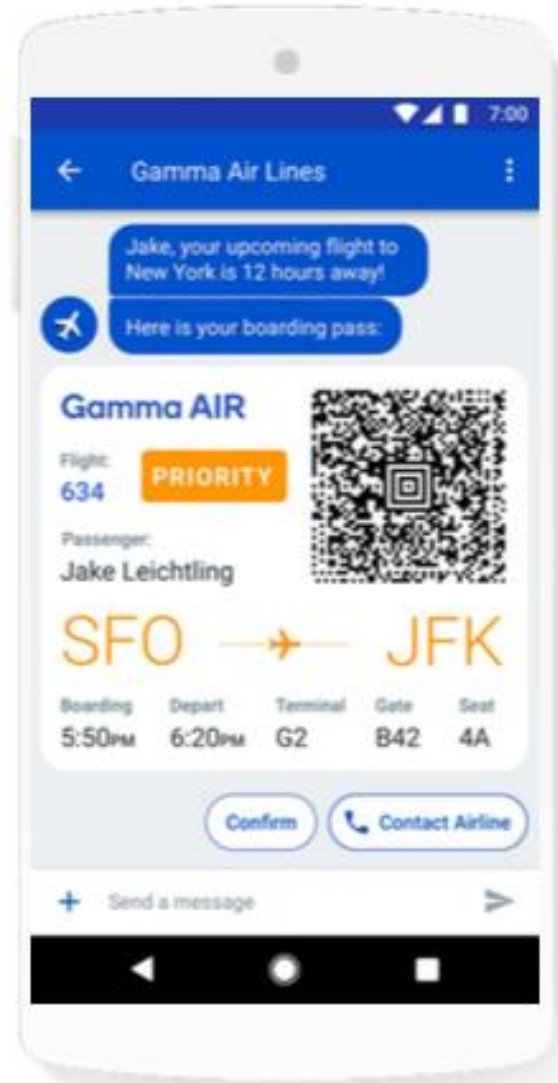
SMS v2.0



mmC is about to change...



Simple SMS



RCS



Android & RCS... at a glance!

6b users worldwide

Global Market Penetration >84%

20 worldwide brands at EAP

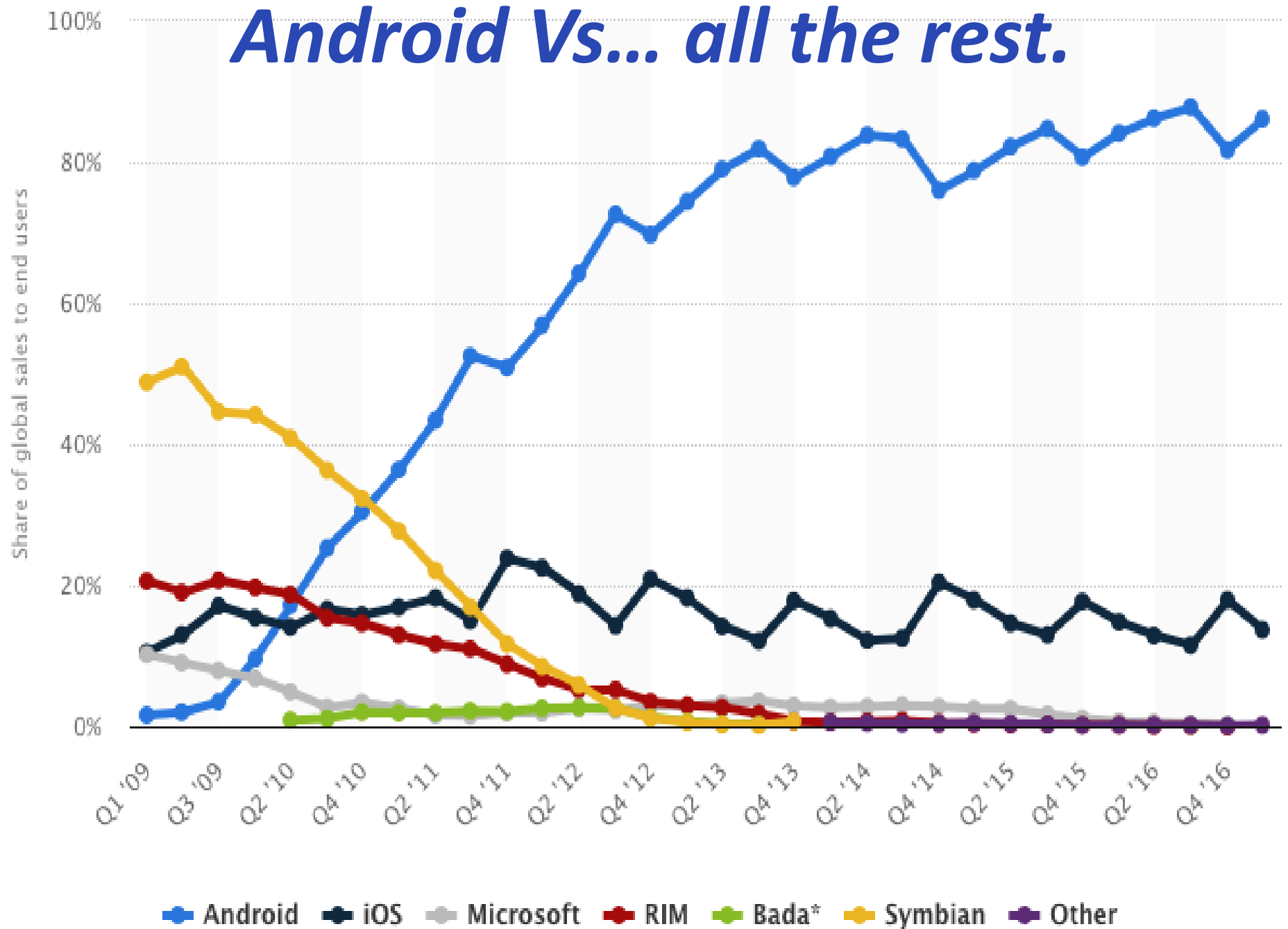
1 way – 2 way communication

Chatbot features

Still in trial usage



Android Vs... all the rest.



The Mega-Microsoft Opportunity



*With less than 0,8% global market share,
Microsoft decided to enter RCS... big time!*



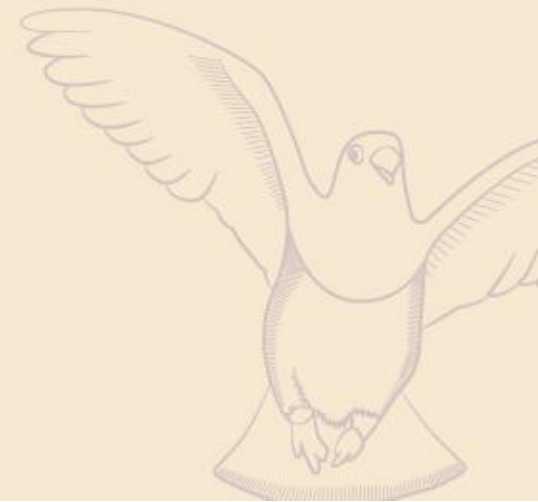
YUBOTO

MESSAGING
Evolution



The WhatsApp *Evolution*

“With 1.3b users... Houston, we have no problem!”



WhatsApp... at a glance!

1,3b users worldwide

30b messages sent per day

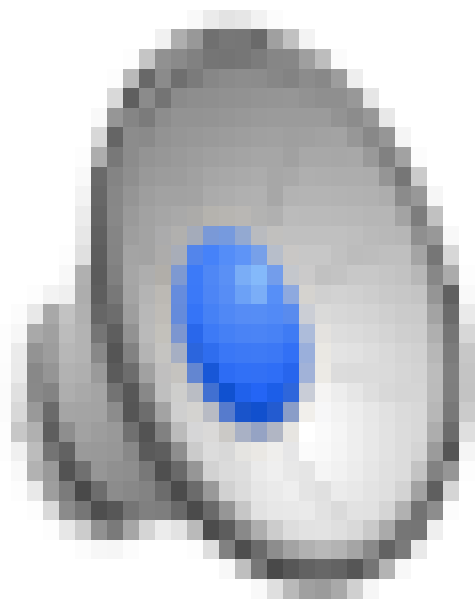
Penetration in Greece estimated at >85%

Almost ready to embrace the brands

Still in trial usage

Beyond Sealed Gates





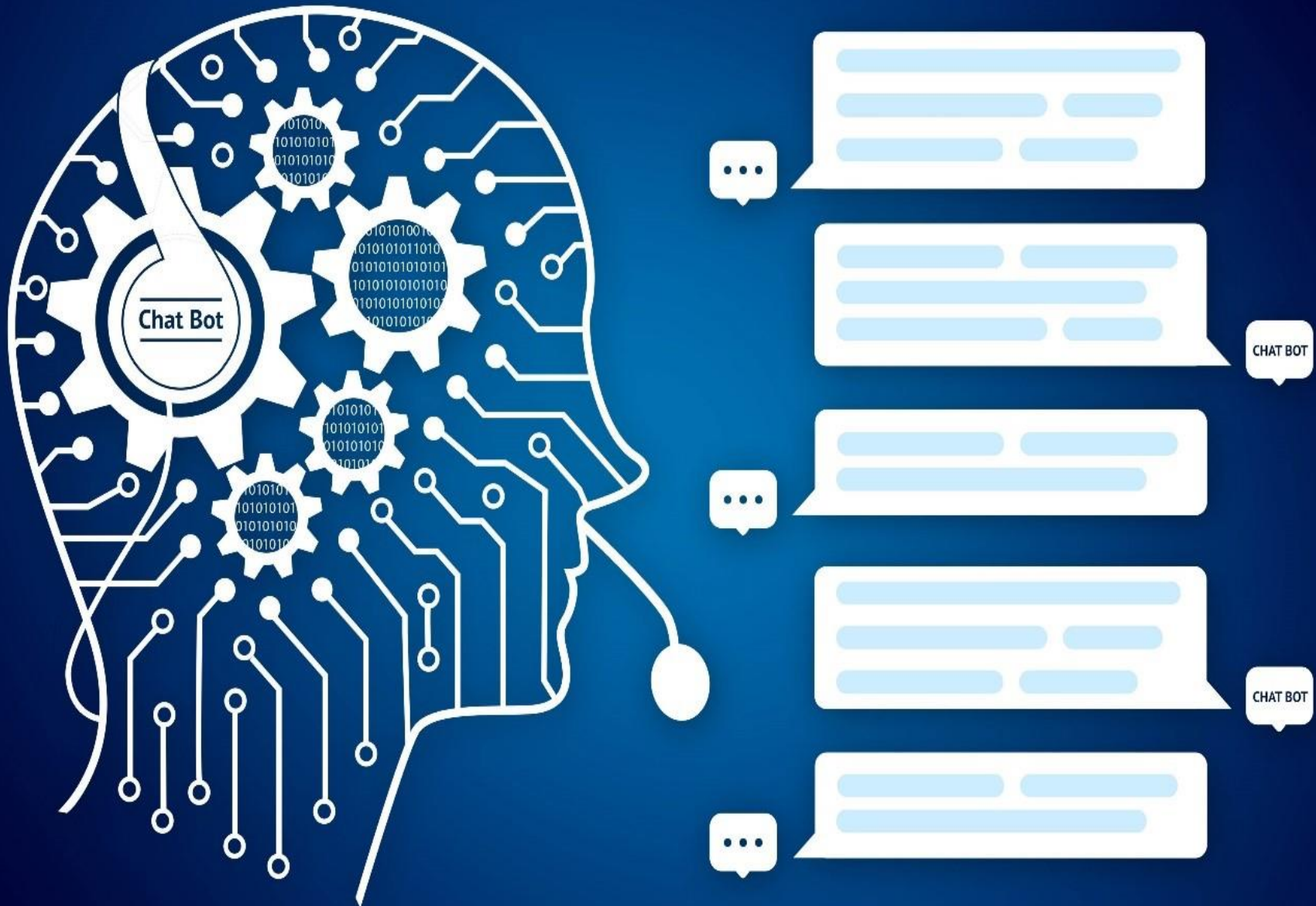
YUBOTO

MESSAGING
EVOLUTION

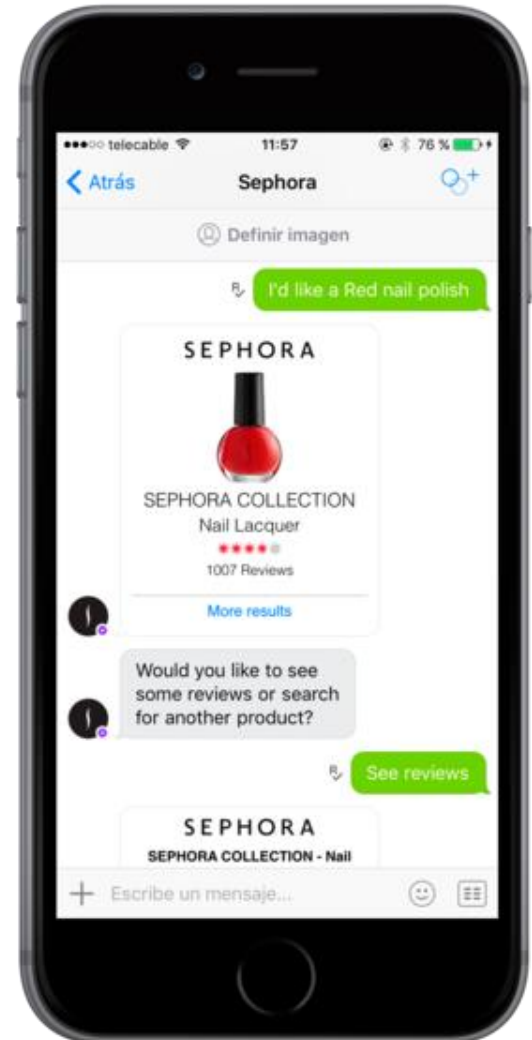
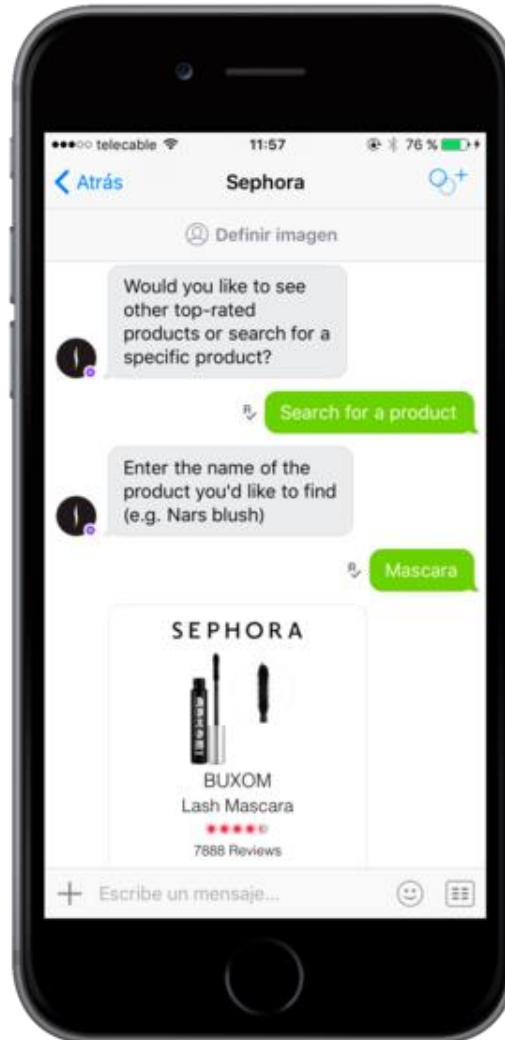
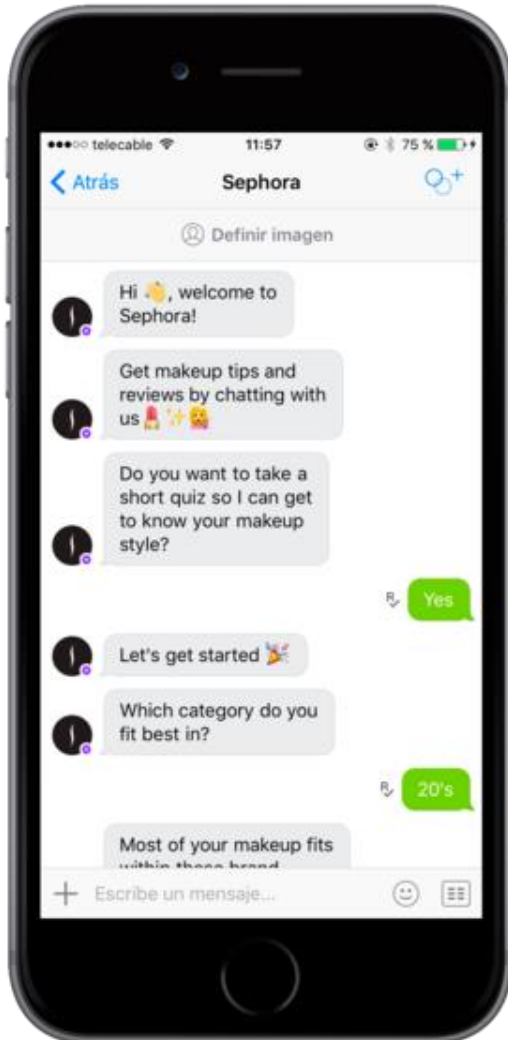
What's Next...?

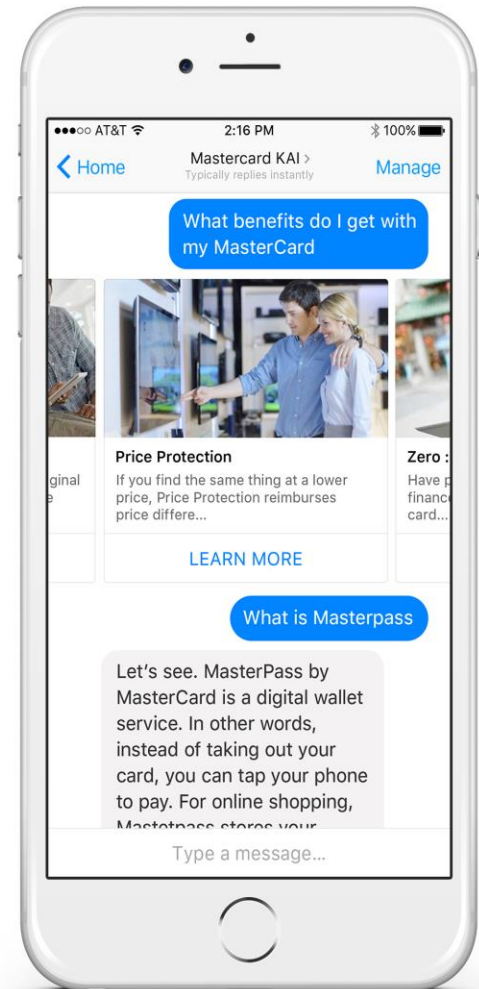
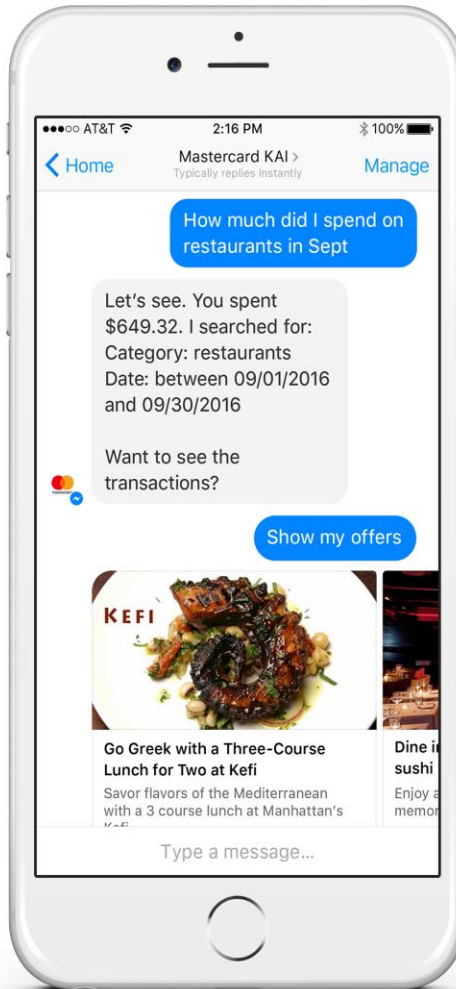
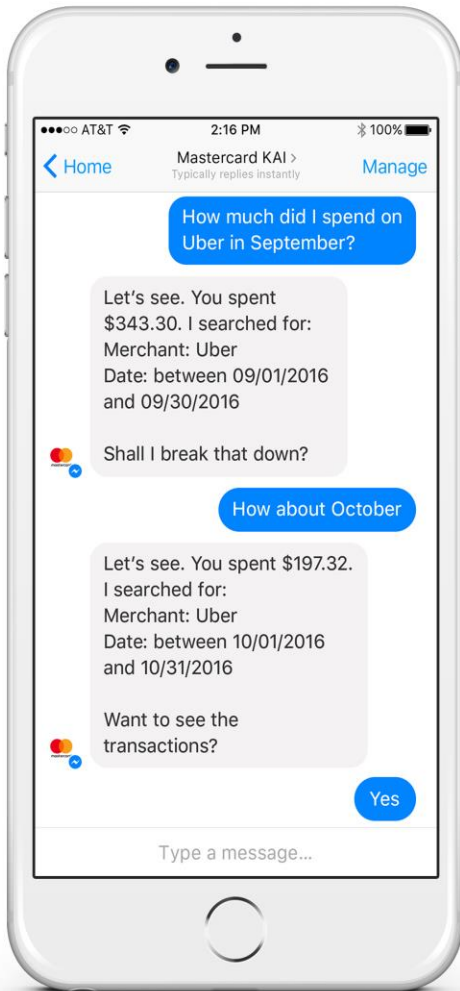
"The A.I. revolution is here..."

The Chatbot Evolution



The Chatbot Messaging Experience





The Chatbot Messaging Experience

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