

we get you there!

Wayfinder – LBS



Agenda

- **Wayfinder background**
- **Future for Operators**
- **The Navigation market**
 - **Size**
 - **Future**
 - **Case Study**
- **What needs to be in place**



Wayfinder Systems

Background



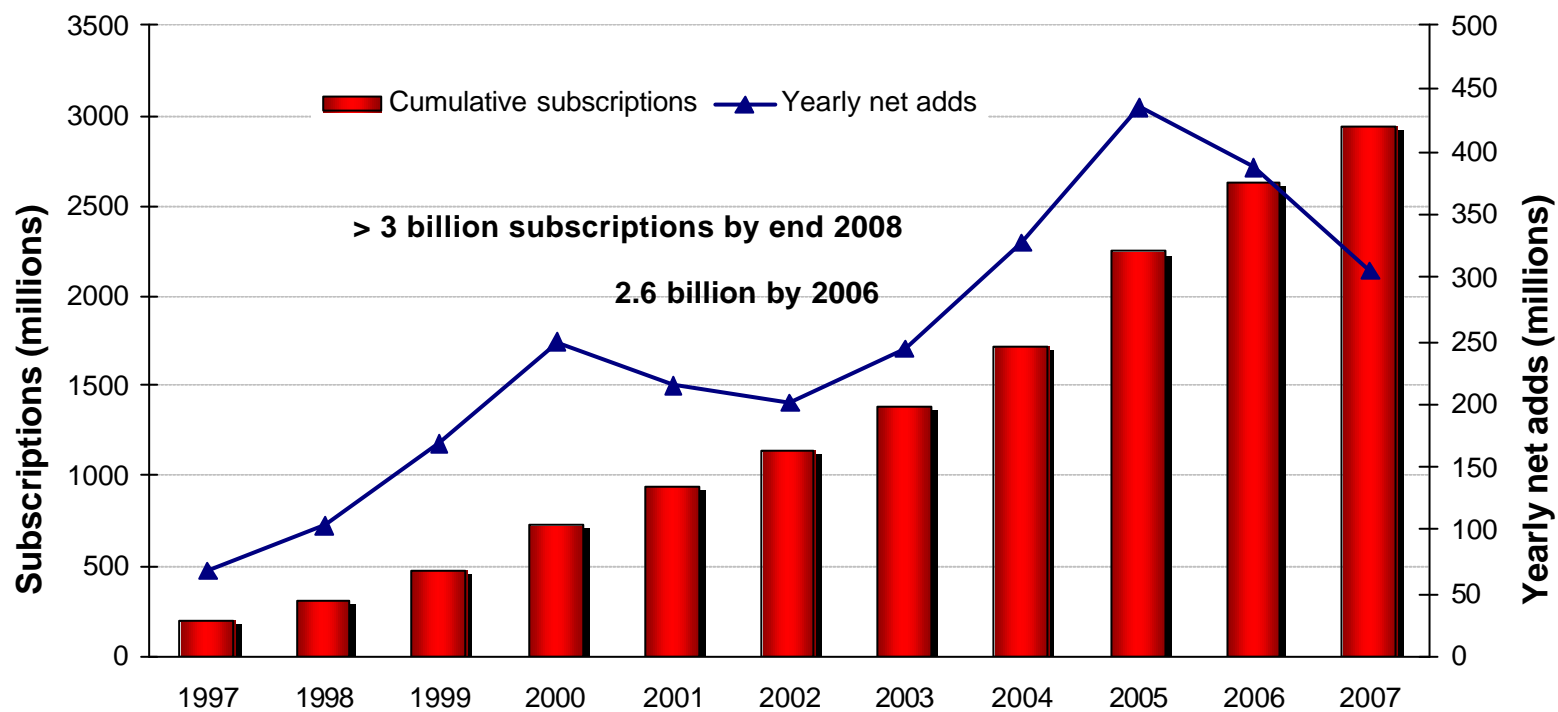
Magnus Nilsson, CEO, Wayfinder

- Wayfinder Systems, based in Sweden is a leading supplier and developer of products and services within mobile location based services.
- We have evolved from a development project within Ericsson that started 1989. The assumption of the project was that in 1995 all mobile phones would have a built in GPS. In 1995 the project was sold to David Svensson who founded Wayfinder and the vision that every mobile phone shall have a navigation system still lives with us.
- Wayfinder products are sold in more than 20 countries.
- Head office in Stockholm, development and award winning support is based in Lund.
- Sales offices in UK, Germany, Austria, Holland, France, Spain and USA.
- Wayfinder Systems was listed on Nordic Equity Market, Stockholm, October 2005



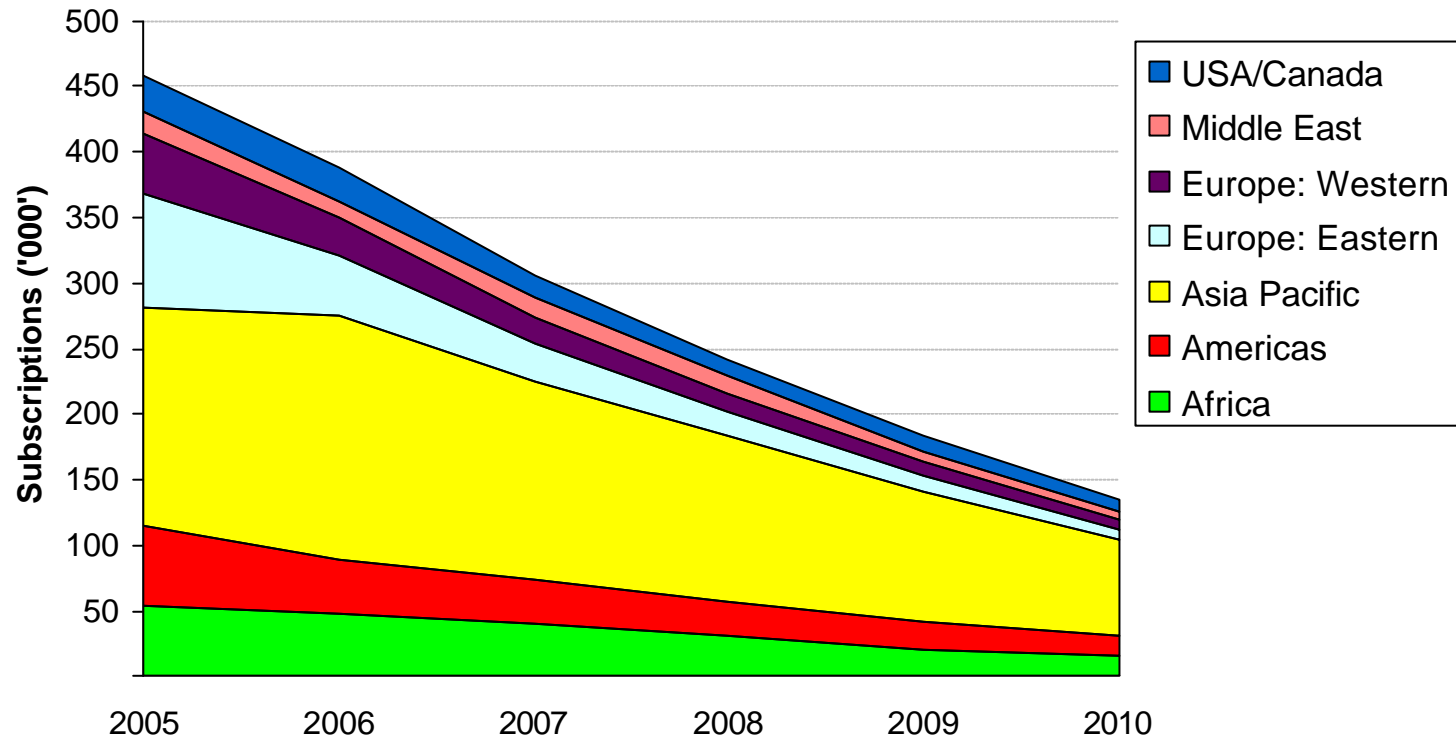
World subscription numbers

operator future



Source: Informa Telecoms & Media

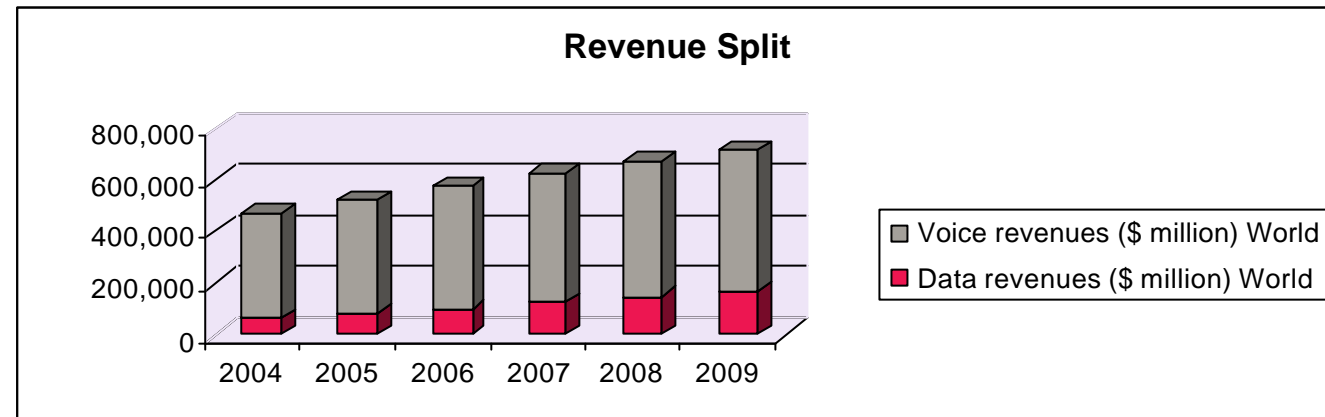
Subscription growth forecast operator future



Source: Informa Telecoms & Media



Still not enough money in data – unlock potential operator future



- **SMS Volume growth is still the main force behind data revenue**
- **What is the trigger that will unleash the potential of data revenues**

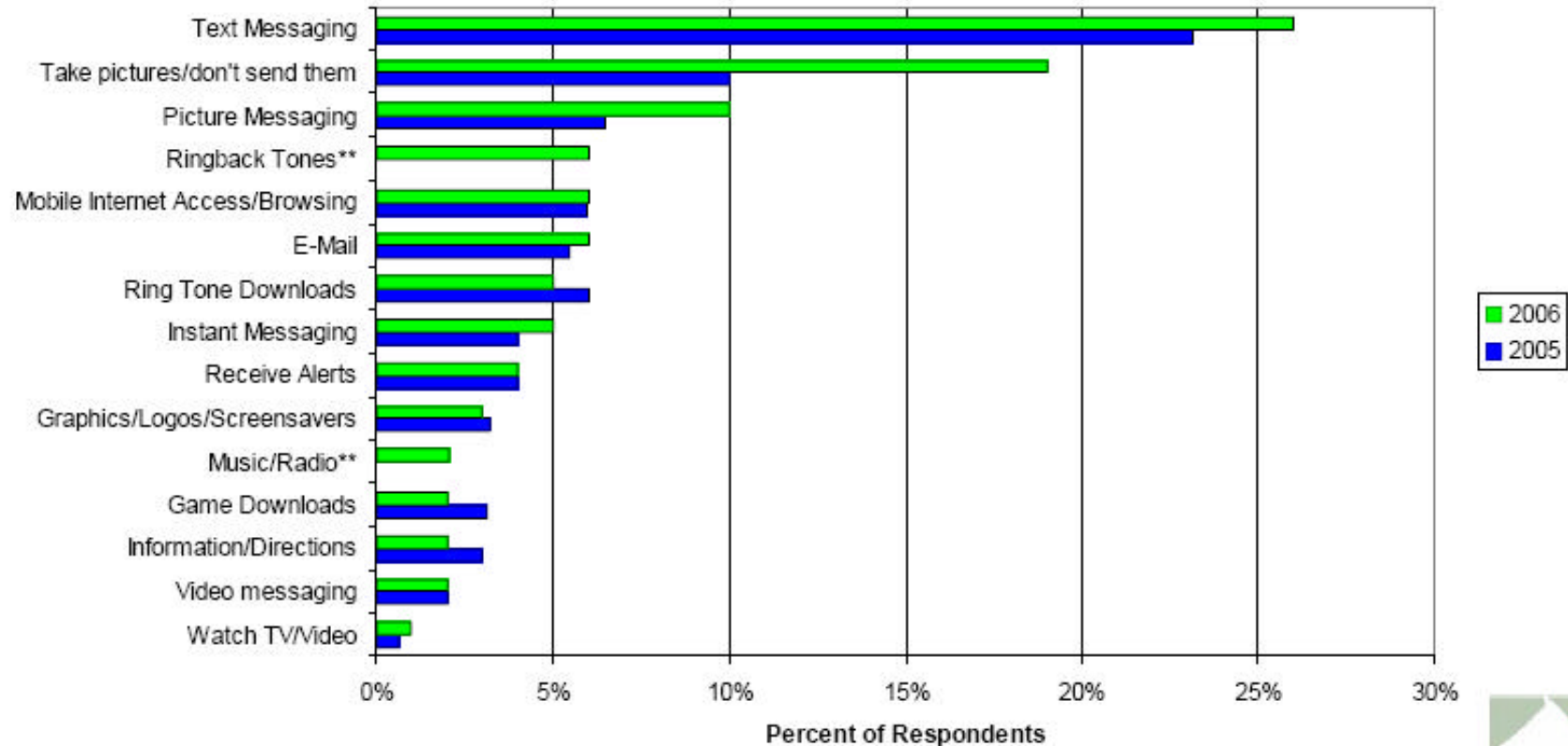


Ovum is the largest European headquartered advisor on telecoms, software and IT services.

Ovum Worldwide mobile market trends 2005



How often do you use the following services on your mobile phone?



*Active Users are defined as those using the service or feature at least once a month.

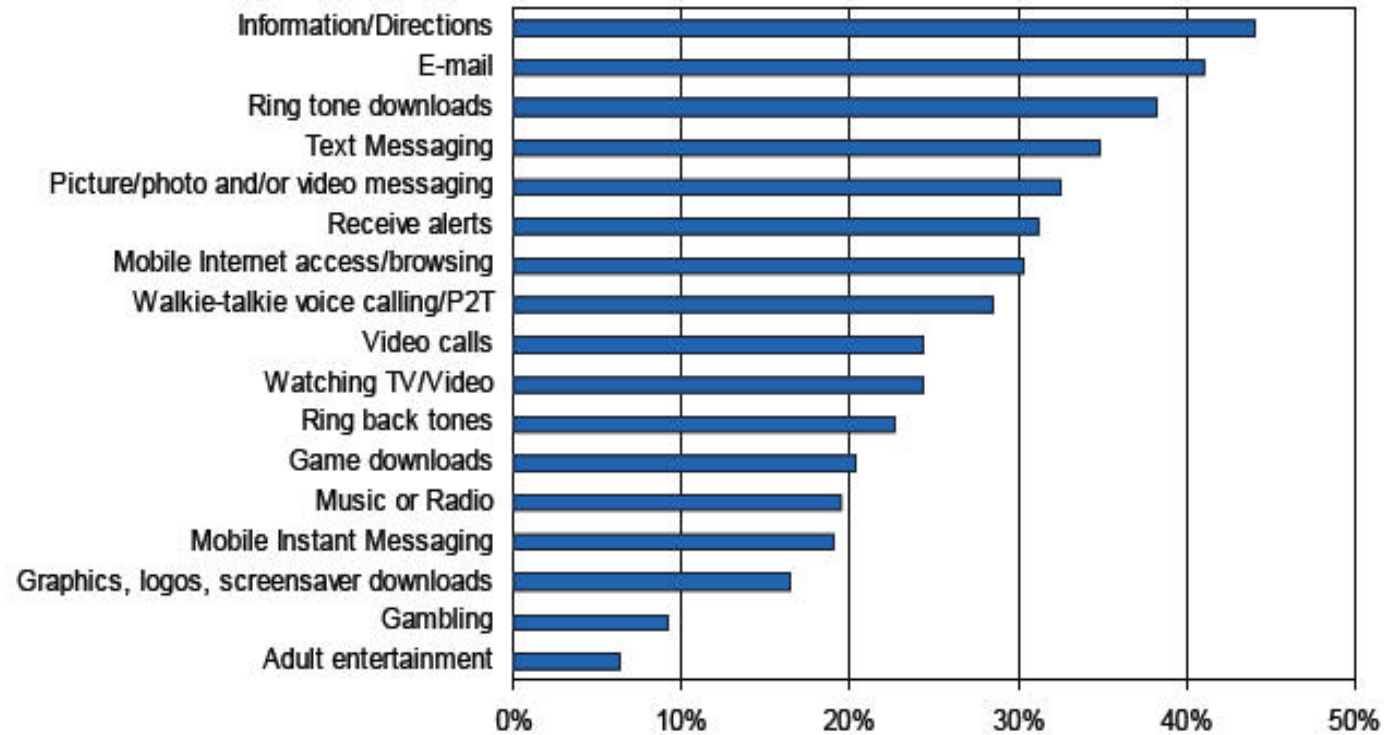
**Represents new service/application category added in 2006.

n=5,300 respondents

Source: Yankee Group 2005 US Mobile User Survey and 2006 US Mobile User Survey



If you had additional money to spend each month on services for your mobile phone, what would be the top five things that you would spend it on?



Base: Willing to Spend Additional Money (2,809 or 53% of total base of 5,300 adults)

Source: Yankee Group 2006 US Mobile User Survey





Mobile navigation revenues

2006

The navigation market

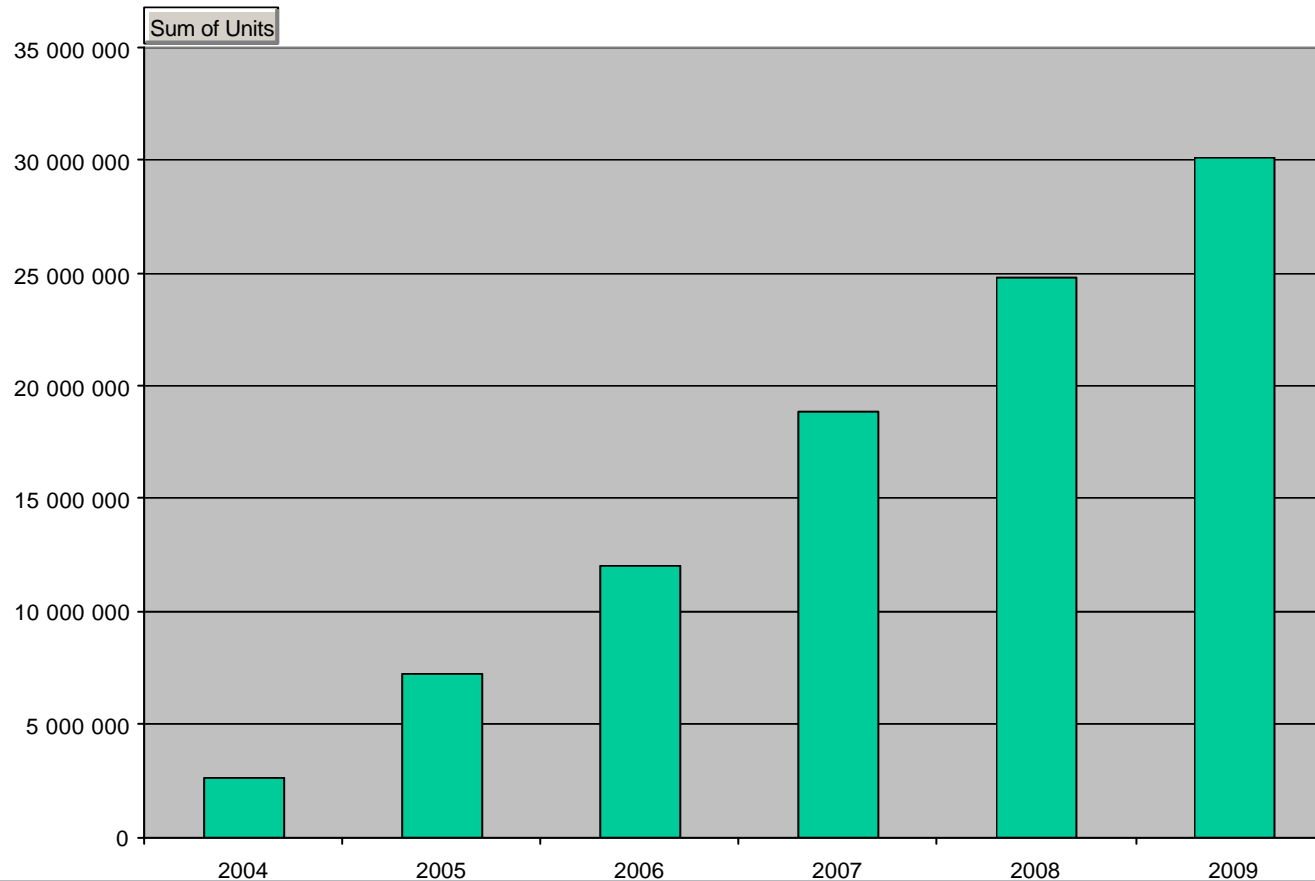
€ 4,197,279,230

Source: Canalys



Mobile navigation forecast

Excluding phones with integrated GPS



Year ▾

Source: Canals



Stop reacting, start attacking!!!



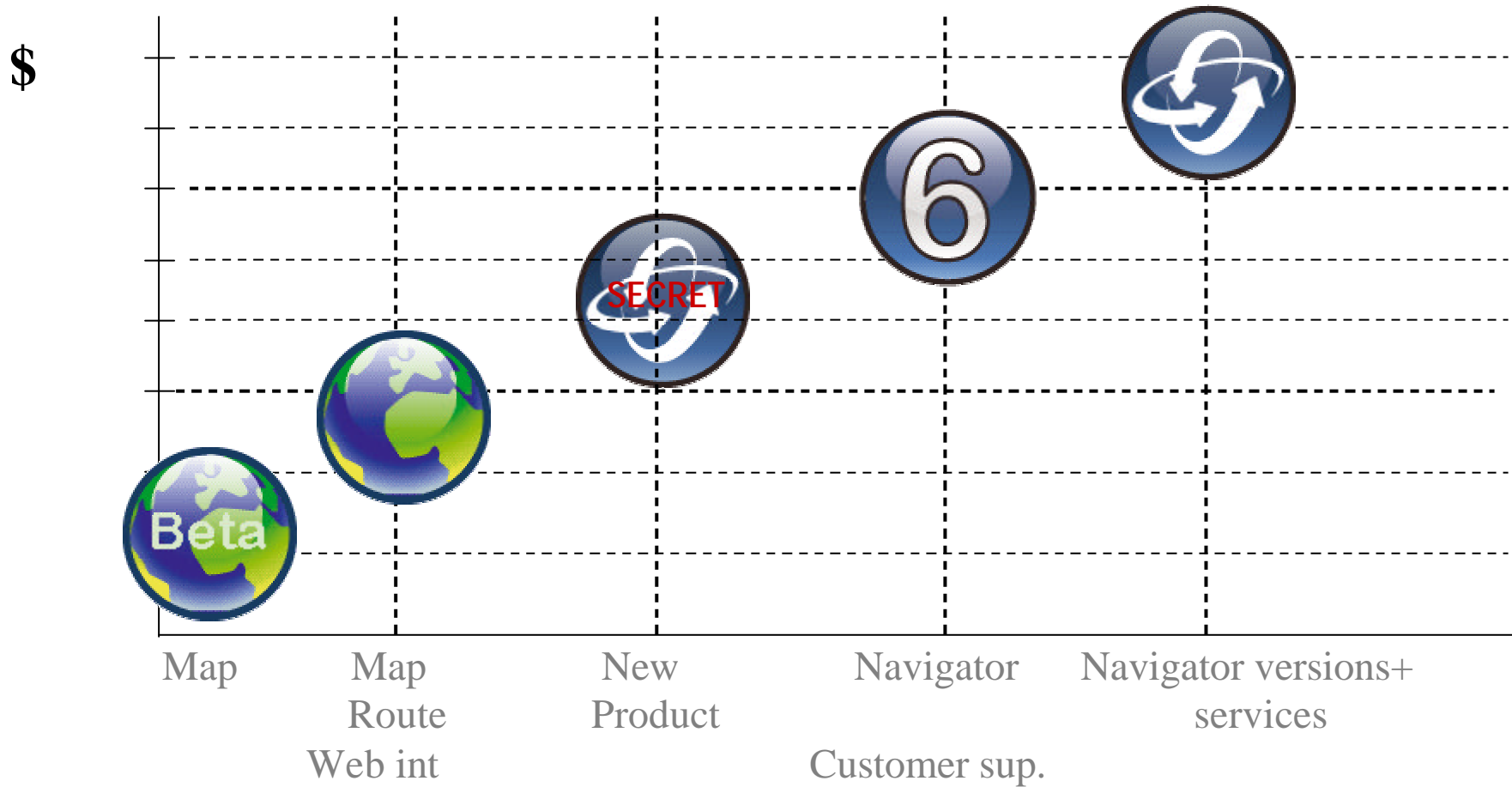
Operator success

The navigation market



- **Increased ARPU**
Proven service with flexible business model between Operator and Wayfinder. Increased ARPU eur 4,6
- **Subscriber Retention**
A more integrated service means a deeper relationship with the customer.
- **Fast time to Market**
Minimal integration cost and rapid pay back
After 8 weeks of implementation and 4 months of service the operator had more than 10 000 paying Wayfinder customers

LBS Ladder



Innovative marketing

What needs to be in place



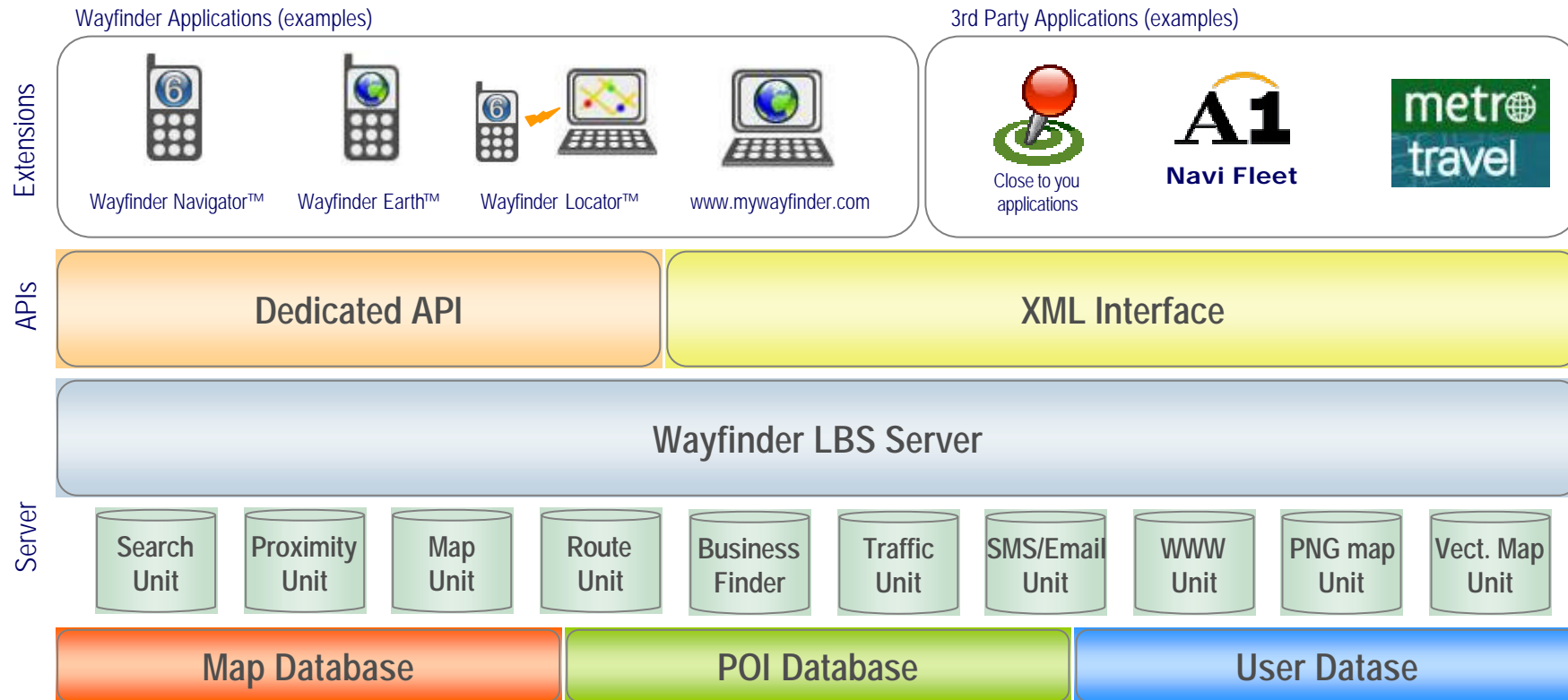
- **A free application!**
- **The World in your phone!**
- **World search and maps**
- **Millions of Points of Interest**
- **Save Favorites**
- **Share Wayfinder Earth with friends via SMS**

- **MyWayfinder.com**



Wayfinder LBS Server™

What needs to be in place



the marketing and launch kit

What needs to be in place

TV ad

Radio

Print campaign

MMS

E - mail

Information

Training



Thank you for your time!

Magnus Nilsson
CEO
Wayfinder Systems AB

