

HoIP Telecom

UK's 1st MVNO dedicated to Health, Wellbeing and Care

"Affordable Products and
Operator Services for those
with a Duty to Care!"



- Facilitate a Carer - Patient communication channel
- Provide an economical health hub in the home

- Established in 2009, based in UK
- Experienced management team
- Reputable partners
- Innovative services
- Clear customer centric strategy
- Target net sale: 2016 - £200M



Kari Laento
Chairman



Dr. Andrew Marsh
CEO



Mika Heiniö
CCO



Richard Foggie
CIO

www.hoip-telecom.co.uk

Medical

REALPHONE
Custom Mobile Handsets



- SoS tag with 1st responder support
- One 2 One – Doctor on call service
- Low cost medication reminder SMS service

+ SMS based Medical services

Integration with Medic Mobile
Micro financing of SMS transactions

+ Med tag with medical support App

Customisation of NFC Med tag
Development of mobile App



Emerging markets



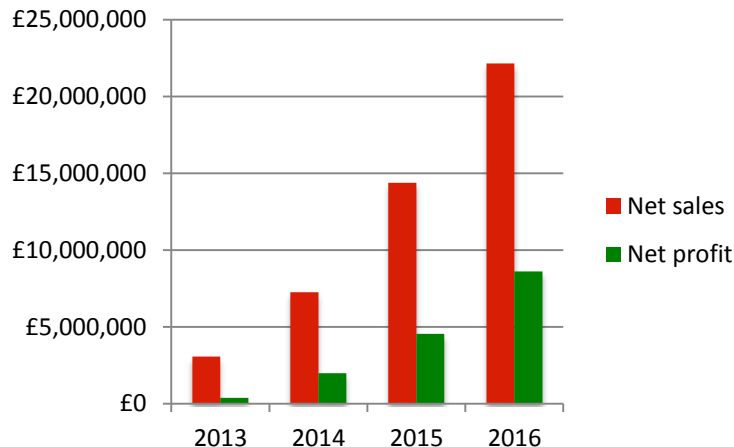
Medical



- Market for SMS reminders to people to take their medicine will be worth US\$2.3 billion by 2017, according to a report compiled by PwC
- 572 million mobile users in Africa by 2016
- Praekelt programmes have reached over 50 million people across 15 countries in sub-Saharan Africa.
- FrontlineSMS have over 1,500 health workers who serve approximately 3.5 million patients
- Target net sales from traffic:**
2016 -£12.1M (profit £1.9M)
- Target net sales from my Med tag**
2016 - £10.0M (profit £6.7M)

[Personnel £2.6M, Hardware £0.4M, Overheads £0.4M Consumers £0.2M, Marketing £0.4M]

ROI = 3% of company shares
+ 45% of profits associated to project

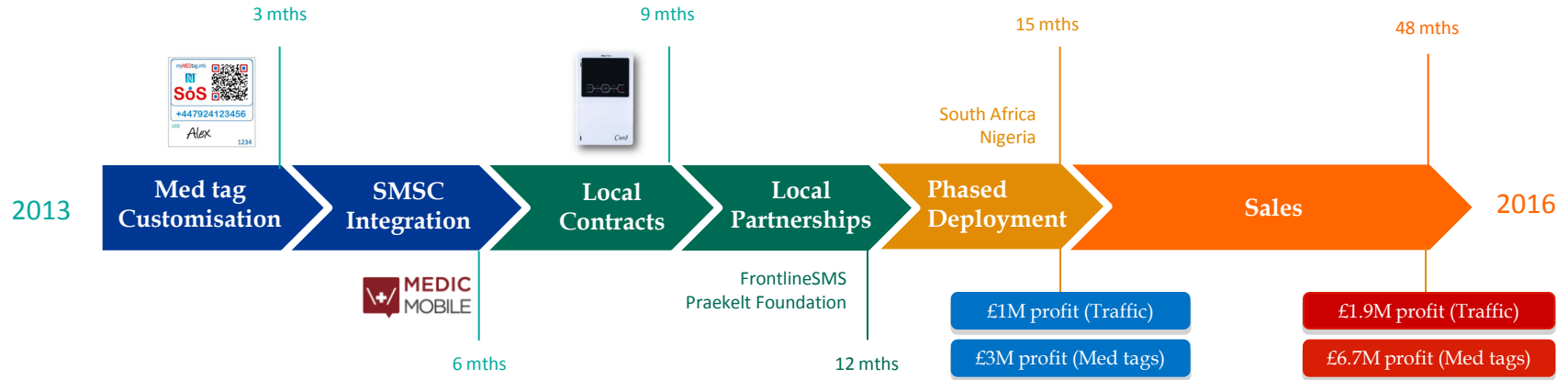


Micro profits from traffic + Med tag subscriptions

Investment - £2+2M over 4 years

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Emerging markets workplan (2013-2016)