

Client O3 Engagement

Agenda

- Vision and Mission
- Strategic Overview
- Market opportunity
- Business Plan Summary
- Financials
- Summary

Strategic Overview

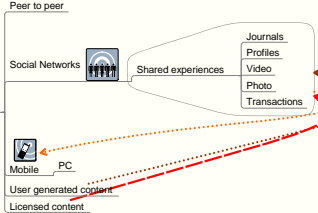
Vision and Mission

Mobile-social Commerce

First Mover in emerging market

Target market

13 - 32 year olds



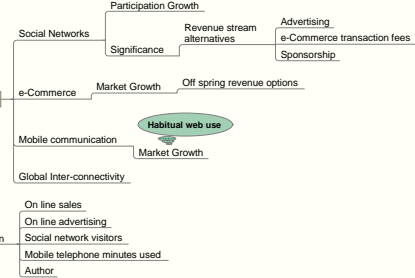
Definitions

- Mobile
- Social Networks
- e-Commerce
- Peer to peer
- Gocey-ness

Market Opportunity

Convergence

Monitizing behavior



Research Support for Proposition

Confirmation

Product & Service Description

- Looks like presentation
- O3 Landing PageScreen
- Sony logon
- Order
- Shared experience
- Promotion bounce back
- Existing Assets
- Code
- Hardware

Summary

Deal Structure

Timing

Financial Recap

- Upside
- Downside
- Unknowns
- Risk Architecture
- Deal structure
- Timing
- Source & Use of Cash

Launch Plan

Infrastructure Development

- Telephone alliances
- Entertainment Alliances
- Web Site
- Software platform
- Person responsible
- Timetables
- Budgets

Operations

- Team
- Budgets
- Key First Steps
- Timetables

Marketing

- Strategy
- Tactical Plan
- Key First Steps
- Budgets
- Timetables

Business Plan

Objectives

