



Cellular Extension to Satellite

Prepared by **Mobile Conclusions Ltd**
February 2019

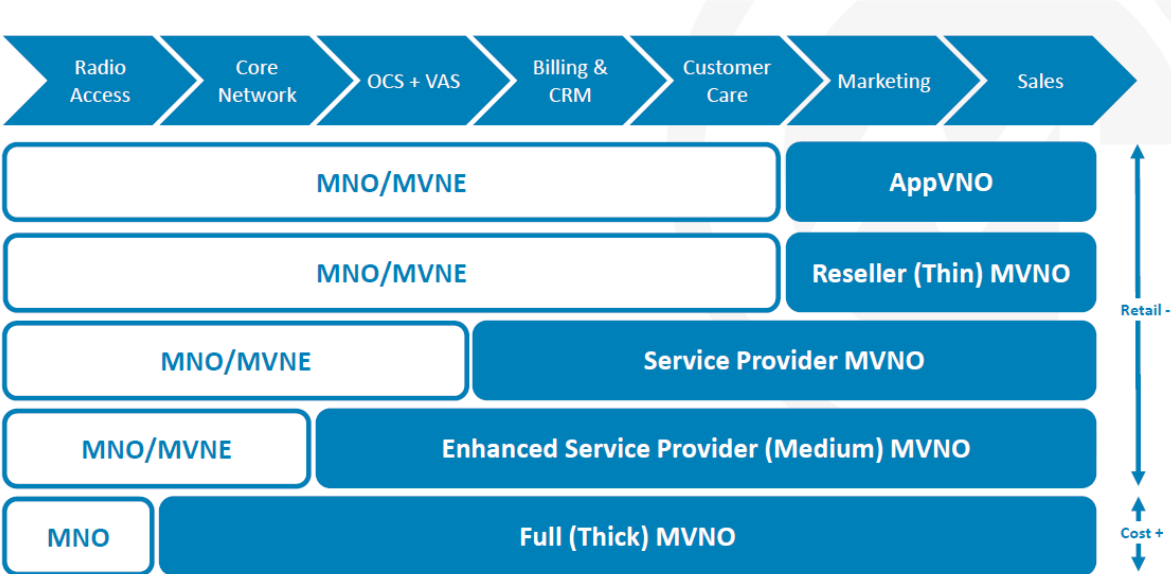
Mobile Conclusions Ltd: About Us

- We are a UK-based wireless technology advisory firm. Team members have 25-30yrs Cellular + Satellite experience. Inmarsat, Sky, Carphone Warehouse, Liberty Global, Virgin, etc
- Our unique competence and reputation has attracted prestigious clients from Telco, Digital Media, Private Equity, and Tech Startups that have grown to multi-hundred \$million. Our founder was instrumental in the setup of Virgin Mobile France and subsequent sale to SFR for €325m.
- We specialise in **MVNO** and **Digital Transformation**:
 - ✓ Planning and Business Case Modelling
 - ✓ Supplier Negotiations & Contracts
 - ✓ Pre-Launch Preparations
 - ✓ Go-To-Market & Digital Campaign
 - ✓ Post-Launch Operation, Analytics & Optimization
 - ✓ Profit & Growth Boost
 - ✓ M&A and Sale
- We are Global: Current clients in Singapore, Canada, USA & across the EU



What is an MVNO

- Stands for Mobile Virtual Network Operator
- UK examples: Tesco Mobile, Sky, GiffGaff, Virgin, etc
- Predominantly sales & marketing focused
- MVNO piggy-backs on host MNO network
- "Full" MVNOs have their own entire infrastructure stack OSS/BSS, excluding RAN
- 10% of all mobile connections worldwide are MVNOs



Relevance of MVNO as Satellite Extension

- Customers communications needs stretch beyond satellite's coverage and prices. E.g. shipping, cargo, government, media, etc
- **MVNO can offer 1 GB of data at £1**
- Blending Sat/Cell connectivity prices will enable significant price reductions (& margin increase) while boosting customer appeal.
- A global coverage MVNO is now entirely feasible, so you can offer your clients a seamless Sat + Cell hybrid service, international IMSIs, OTA profile settings, etc.
- Very large integrated players (Amazon) are rationalizing E2E logistics including shipping. They require a turnkey E2E connectivity solution.

We have helped Dozens of Customers with MVNO and Digital Projects

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