

MAXIMA

MaximaTelecom:
Expansion Into Emerging Markets

2019

Maxima:
First free high-speed wi-fi on metro trains

1

Unique and proprietary solution stack

2

Less than a year from start to launch

3

Privately invested commercial project

Maxima has made Moscow Metro the world first underground system with 100% broadband connected trains

St. Peterburg Metro project is currently underway

14	Metro lines
7.5M	Daily ridership
5 500	Wi-Fi APs
14 900	Active network elements
700km	Fiber

In 5 years Maxima gains leadership in its market segments

Leader

in Wi-Fi advertising and monetization efficiency

Ernst & Young Research, 2018

Biggest

Wi-Fi in Europe by the number of connections

Ernst & Young Research, 2018

Best

transport project named by Moscow citizens

The Active citizen poll Moscow, 2015

Best

city Wi-Fi project in the world

WBA Awards San Jose, 2015

Maxima's business model

Maxima is positioned as Digital Advertising and Wireless Infrastructure company, where both segments are showing double digit growth in Russia and worldwide

Build, Operate and Monetize Ad- and Data-Generating Infrastructure

- Design and deployment of High-Load infrastructures
- Planning, building and/or managing public Wi-Fi
- Providing venues with content portals for visitors and other VAS
- Enabling infrastructure sharing with venues and other operators
- Deployment and operation of Smart Transport solutions and BI

Employ own technology to enable efficient monetization

- Custom products development and integration
- Monetization Platform Core (AAA, AdSever, Communication Engine)
- Content Portal Platform
- RTB Systems stack and 3rd-party integrations
- BI, Big Data, DMP, MT Box

Monetize Audience in a variety of Digital Products

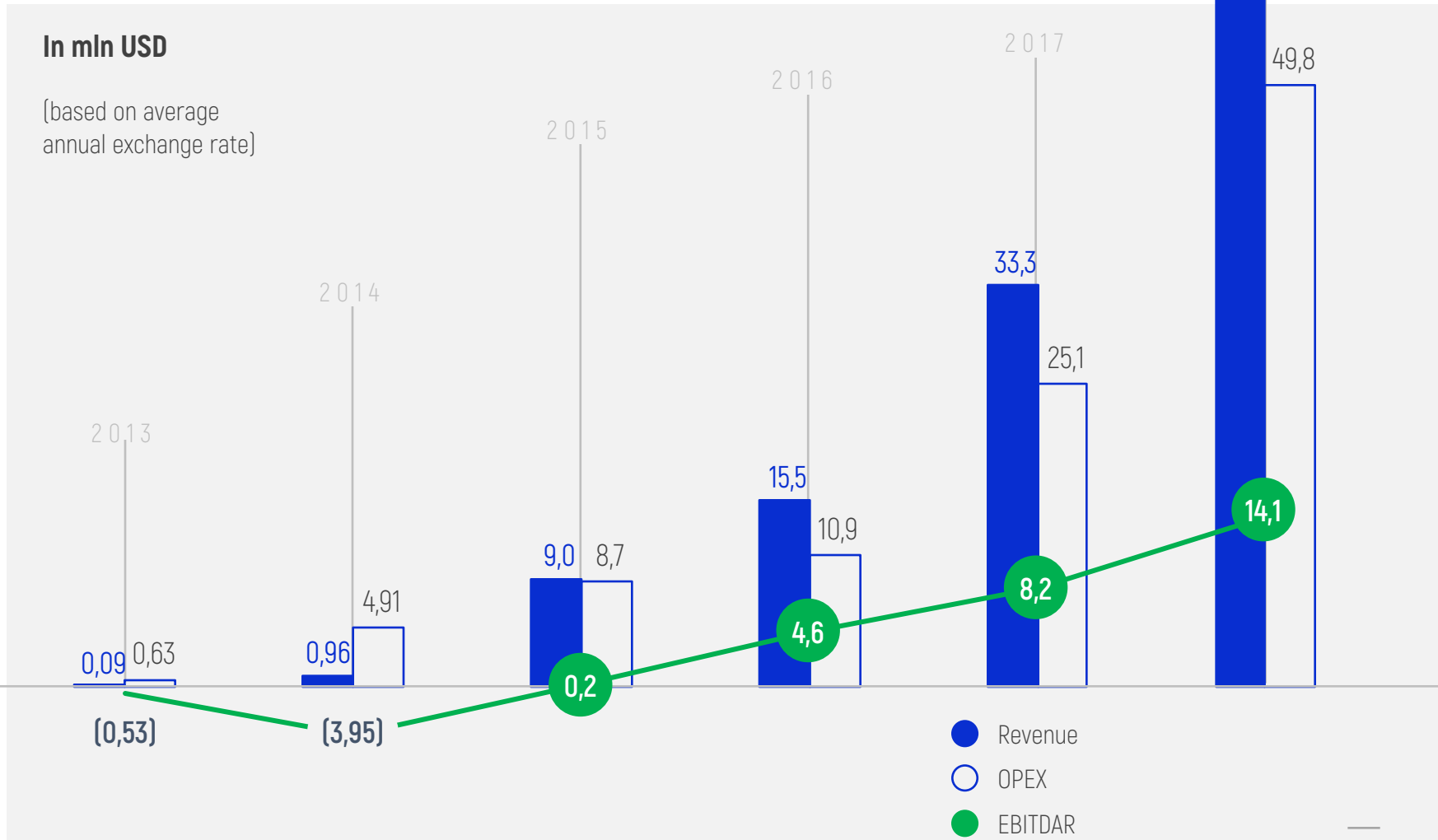
- Digital Advertising Direct Sales and SME Self-Service
- Premium Ad-Free Wi-Fi
- Monetization through own content portal – wi-fi.ru
- Monetization of own and 3rd-party ad inventory via RTB
- Targeting ads (incl. hyper-local via MT Box) and Marketing analytics

The employed business model enables rapid sustainable growth

Maxima's business in Russia is showing double digit growth in terms of revenue and EBITDA

This growth is enabled by **increasing efficiency of the Monetization Platform** and the Model, not by the organic growth of traffic

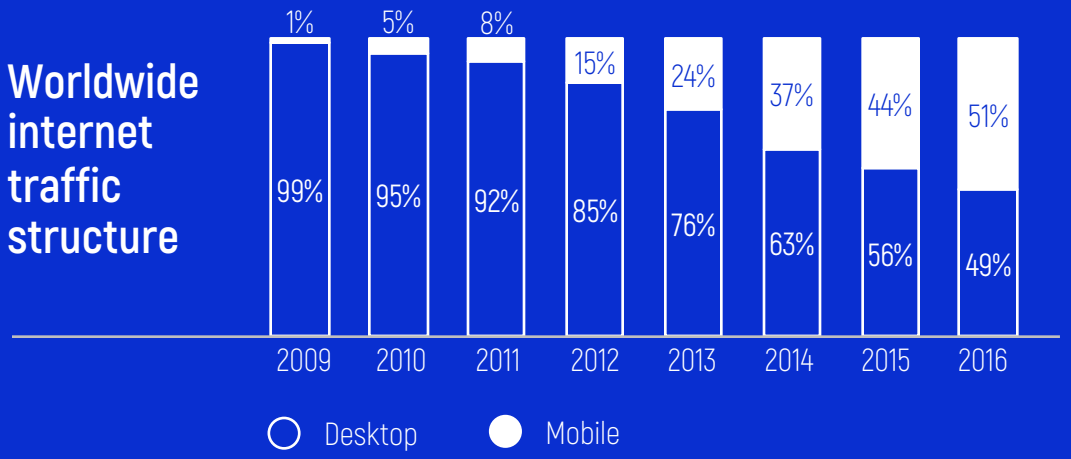
The next logical step for the company is to scale its model worldwide



Global trends: Mobile traffic exceeded desktop traffic in 2016, mobile advertising will bring 70% of internet advertising revenues in 2019

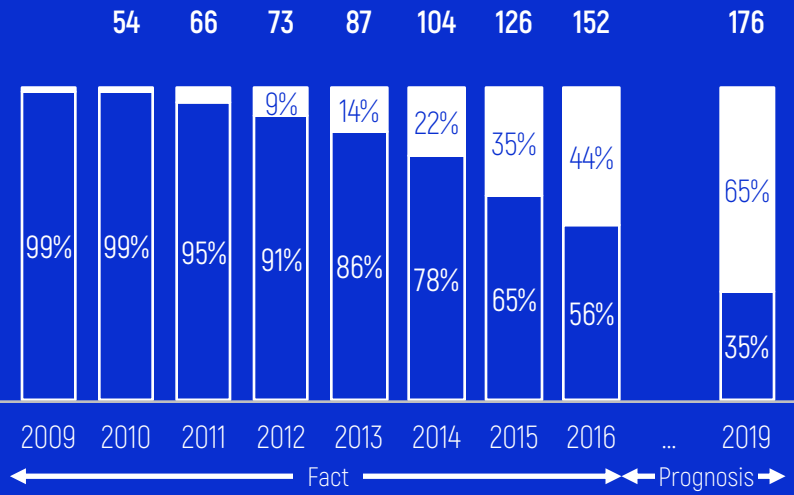
Media Consumption worldwide is shifting from desktop to mobile, which leads to an increased demand in Wireless connectivity and Mobile advertising

Worldwide internet traffic structure



Worldwide internet advertising expenses

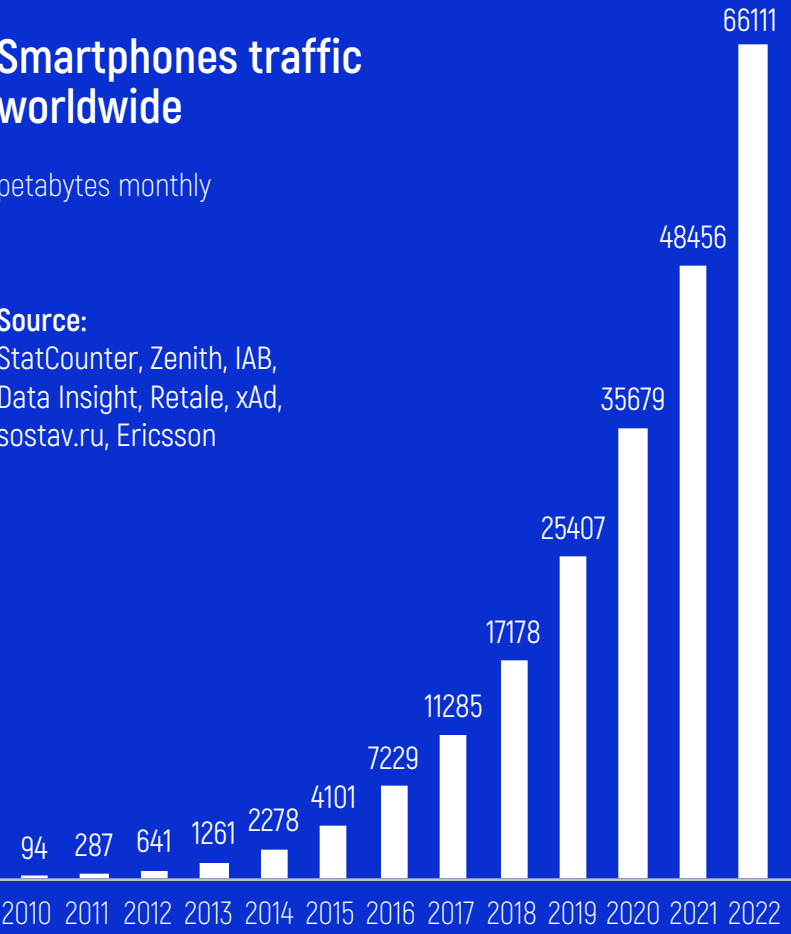
bln. USD
in nominal prices



Smartphones traffic worldwide

petabytes monthly

Source:
StatCounter, Zenith, IAB, Data Insight, Retale, xAd, sostav.ru, Ericsson



Maxima is all set to scale its success worldwide

Maxima's Contribution

Maxima's business is the combination of skills, management practices, market know-how and proven ability to build functioning and value growing business. All of these contributes to success worldwide.

As well as $10M worth technology in IP assets, comprising the Monetization Platform.

Scalable Business Model

Maxima's business model consists of 15 elements, easily tailorable to any local environment.

Nevertheless, the company is using its proprietary lead assessment approach that allows to focus on the best opportunities.

Client Coverage

Maxima's experience in digital media and agencies relationships are universal and applicable in other countries.

The company is already building global partnerships with leading agencies to ensure shorter time to money in new projects.

Vendors Relationships

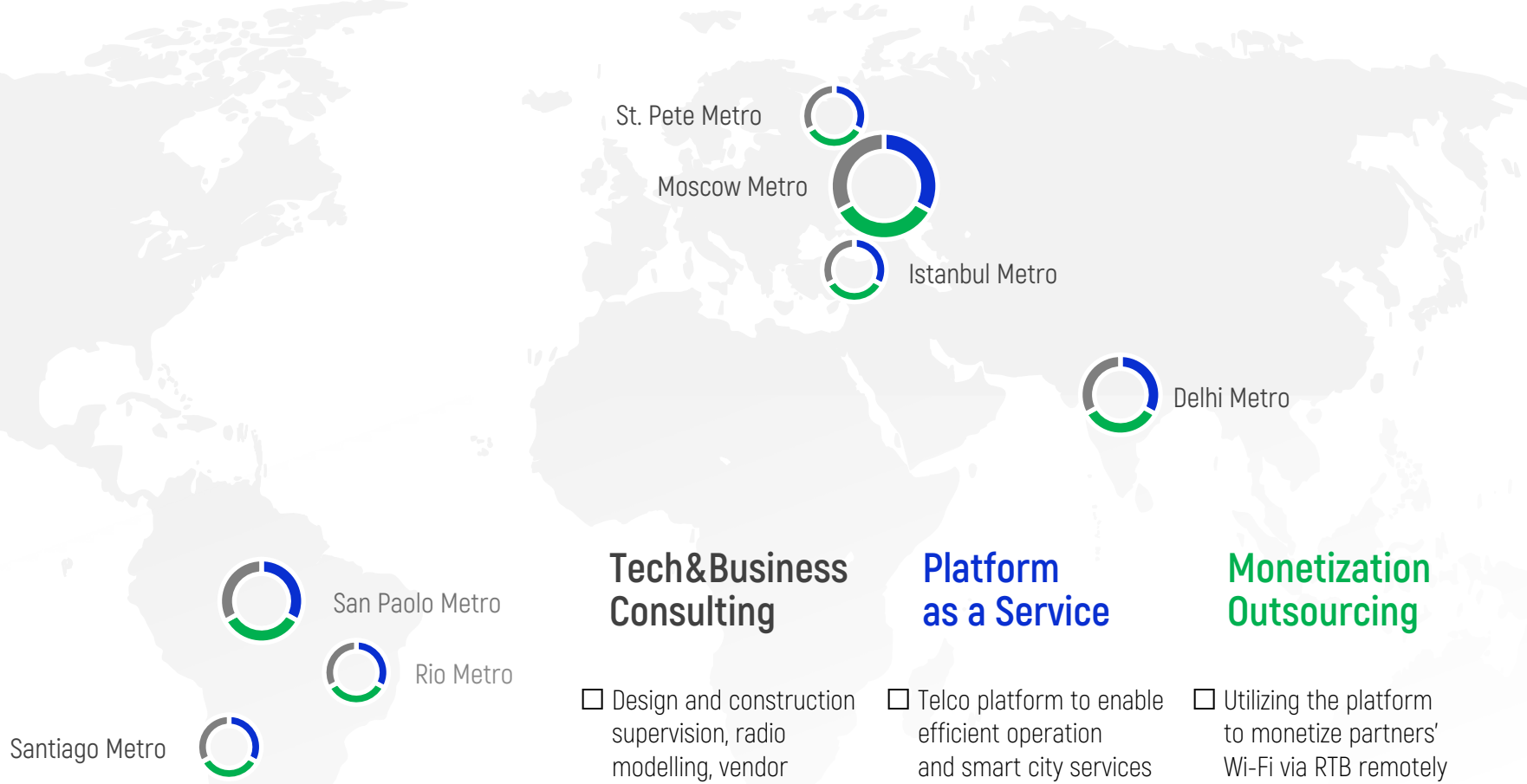
Vendors and suppliers of high tech equipment value relationships with Maxima and sell their products at discounted level

Given that CAPEX is the largest part of the investment, pricing and payment conditions play vital role in projects' financial success.

Maxima's seeing a confirmed growing demand in its services

For the last 3 years we talked to dozens of transportation systems and potential partners who acknowledge Maxima's model uniqueness

Currently Maxima works on 2 big projects, 2 RFPs and several other leads presenting an opportunity to invest into



Tech&Business Consulting

- ☐ Design and construction supervision, radio modelling, vendor selection
- ☐ Strategic and consulting, modelling, fundraising

Platform as a Service

- ☐ Telco platform to enable efficient operation and smart city services
- ☐ Monetization platform to monetize connections and data

Monetization Outsourcing

- ☐ Utilizing the platform to monetize partners' Wi-Fi via RTB remotely
- ☐ Setting up direct sales of ads, analytics and other services



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