



EXPRESS CONNECT FOR PREMIUM SERVICE PROVIDERS

Express Connect solves the problem experienced by providers of fee based on line services whose customers are looking for more convenient, anonymous and secure payment options. Providers can attract more customers and substantially enhance conversation rates with a simple web widget integration to allow fees to be charged to a fixed or mobile telephone account. If you operate psychic lines, chat services, personals, community applications or any fee based web business then Express Connect is a must have.

Express Connect Premium Service Providers Value Proposition:

- Premium Web based Service Providers who wish to connect and engage with consumers who do not have a credit card but could be converted to customer status if other payment options were available.
- Premium Web based Service Providers who currently deploy Premium fixed or mobile charge option but are seeking simple web based integrations with enhanced brand awareness
- Premium Web based Service Providers Merchants who wish to market to "risk averse" consumers who are unwilling to use their credit card on line or who wish to remain anonymous.
- Premium Web based Service Providers looking to market and bill their services with Network Operators globally without having to engage each individual operator
- Premium Web based Service Providers who need a quality global partner for on line alternative payment options.

What It Express Connect:

Express Connect provides a single connection and integration point to millions of billable consumers and their associated networks around the world and a global array of Web merchants and premium service providers .Express Connect delivers simple widgets that integrate to your web site and allow consumers to place orders for your on line services with a few simple interactions using the integrated widgets.

With our "no need for a credit card" payment options Express Connect allows Premium Service Providers to reach, connect and engage in recurring business transactions with the widest possible range of customers. Typically these customers cannot pay by credit card or may prefer the anonymity of charging their purchase to their regular telephone bill.

Also, as Premium Service Providers look to co-market and distribute their services through major network operators, they are faced with a myriad of issues. Engaging carriers on a country by country basis is time consuming, cumbersome and not in any way related to their core business. By contrast, this is the business of Express Connect. We know the regulatory landscape; have the global footprint directly and through our strategic partnerships and have a proven track record of high performance in the telephone billing business having processed billions of transactions over the past 14 years.

- Provides an innovative "no credit card required" payment option for Premium Service Providers
- Assures a recurring new marketing channel for on line services

- Substantially reduces the investment required to market, bill and integrate with multiple Carrier operators
- Provides enhanced brand awareness

Premium Service Providers Business Benefits:

New and Recurring Revenue Streams:

Premium Service Providers who use Express Connect to deliver 'no credit card required' payment options eliminate security and identity concerns as well as accessing the substantial "no credit card" community. Research suggests that 80% of customers would be more inclined to purchase on line services if they had the convenience of charging these items to their telephone bill. With Express Connect you are guaranteed to connect and have a higher opportunity to conclude a sale than any other on line payment option. This fact means that you can be assured of ongoing recurring and substantial new revenue streams.

Expand Your Reach and Attract New Customers:

Express Connect gives Premium Service Providers a truly global reach. Imagine the prospect of connecting with a community of 5.9 billion qualified customers. This is the population of fixed and mobile telephone users globally. Now consider that there are fewer than 1.3 billion credit cards in circulation and you can clearly see the power of the telephone bill as a preferred method of on line payment. Express Connect recognized this considerable power and our years of experience and knowledge of telephone billing ensures all such transactions will be secure and transparent. Paying home phone, mobile and broadband bills are a familiar and trusted monthly activity for billions of households. Adding a simple line item to such a bill for your on line services is a simple "hassle free" action that is both secure and convenient.

Easy, Single Point of Integration Accelerates Time to Market:

Express Connect provides a single connection point for all associated carrier integration which accelerates your time to market and greatly reduces the complexity of managing relationships and integrations with multiple Network Operators. We connect and interact with all major carriers globally seamlessly. You have the enhanced market access with little or no investment.

Benefits for on line Customers:

Effortless, Secure and Convenient:

Express Connect provides secure, convenient payment options which allow you to purchase on line services and pay later on your home, mobile or ISP bill. It empowers you with a fast easy and secure checkout and you never need to use your credit card

The options provide for a "hassle free" fee payment experience with no need to remember account numbers or passwords and no lengthy sign up processes. There is no risk of identity theft, however, you still have a "buy now pay later" payment scheme.