

SMS Broadcasting Service

WebSMS2u provides SMS broadcasting capabilities that reaches an international coverage in 189 countries via 569 different mobile carriers*. From a basic web-to-mobile SMS outreach campaign to 2-way messaging, we enable you to meet the marketing and information needs of your products and services.

* **WebSMS2u** currently covers 100% of European carriers, 90% of Asian carriers and over 95% of GSM carriers.

Why WebSMS2u?

1. Cost Effectiveness

With its wide international network and high-volume traffic, WebSMS2u is able to obtain a very competitive rate per SMS. The more SMS credits are purchased, the lower the rates per unit. *WebSMS2u.com offers flat rate credit charges for more than 90% of the world's mobile subscribers.*

2. Real-time Account Management

Capable of handling sub-accounts and credit transfers. Useful for large corporations and Resellers that require multiple sub-accounts or login IDs. Our system provides our clients with web-based interface and API connectivity to send out messages, check on status of messages and view log files on a 24/7 basis.

3. Efficient Data Throughput

WebSMS2u is capable of handling a very high throughput and high-demand SMS campaigns, with delivery speed of up to 3,000 SMS per minute. Recipients are able to receive a delivered SMS message within an average of 5 seconds. Through its intelligent / dynamic routing system, WebSMS2u offers redundancy over all main mobile operators.

4. 2-Way Messaging Feature

Built-in incoming campaign manager allows incoming messages to be received with customizable acknowledgement messages (*with different charging options*) as well as message forwarding capabilities.

5. Empowered SMS Campaign

Clients are able to automate their SMS campaigns by scheduling and activating the timing of their messages, with the 24/7 web-based login feature.

6. Network Monitoring

Monitor Web Sites & Servers through our network monitoring service which supports protocols such as HTTP, FTP & POP. Alerts performed after redundancy checking, can be directed to Email or Mobile Phone for immediate notification and action taking.



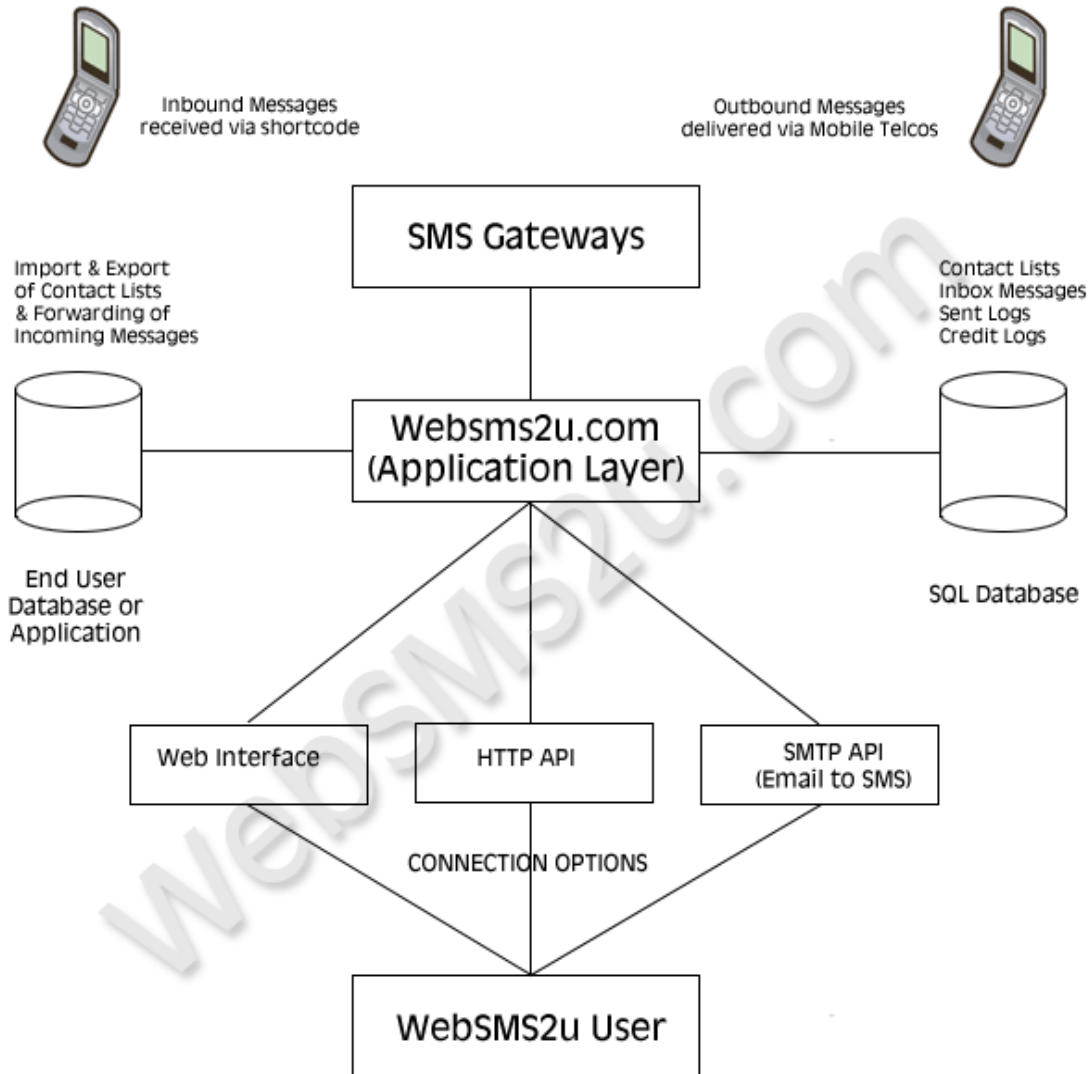


Features*

- **SMS Campaign Account**
 - Web Interface with API connectivity
 - Sub-Accounts Creation & Management
 - Credit Transfer capability between accounts
 - Fully customizable and scalable to requirements
 - Individual or Group broadcast functionality
 - Personalization of Sender Name (e.g From YOURBRANDNAME instead of showing a shortcode or longcode number) – *available for selected countries only.*
 - Personalized messaging interface (i.e. Company Name &/or Logos) – *available for White Labelling customers only*
- **Database Management**
 - Easy Contact list uploading & maintenance via built-in wizards
 - Integrated search capability of inbound and outbound messages in addition to contact list number searching
 - Powerful SMS Merge (mail merge on sms) enables you to send personalised SMS to your recipients. Supports up to 4 customisable fields in addition to Name, Email and Phone Number
- **Inbound / Outbound Messages & Reporting**
 - Send and receive SMS messages via a dedicated Message Center Number (MCN)
 - Real time logs of all sent SMS messages
 - Ability to export inbound and outbound messages along with the contact list for easy offline management and record keeping
- **Inbound Messaging Campaign Manager**
 - Receive Unlimited Inbound Messages
 - Different charging options to cater for different charging requirements
 - Campaign Manager allows creation of unlimited sub-keywords to cater to different types of Inbound SMS processing requirements.
- **Network Monitor**
 - Monitor Remote Server Connectivity via HTTP, POP & FTP Protocols
 - Instant Alert Notifications to Email or Mobile Number
 - Log Files & Charting to study & understand server outage trends
- **Connectivity**
 - Computer / Server / Web to Mobile capability
 - The connection is secured by 128-bit Secure Socket Layer (SSL)
 - 24/7 send & receive with 99.9% uptime
 - No hardware purchase necessary. All you need is your existing computer with Internet and Browsing capability
 - SMS sending feature can be easily adaptable and integrated to your existing applications via our HTTP & EMAIL APIs



WebSMS2u.com SMS Architecture



* More details about our service is available on www.websms2u.com/packages.asp

SMS Service Rate Card

SMS Main Account Fees

SMS Account Fees depend on the Package Type which have different expiry periods:

	Silver Package	Gold Package	Platinum Package
Setup Charge	N/A	N/A	N/A
Term Fees	RM240	RM360	RM1400
Term Duration	6 months	1 Year	4 Years
Free Credits	50 credits	150 credits	750 credits

SMS Sub-Accounts Fees (Optional):

Each additional sub-account is chargeable at the following rates depending on duration:

	Sub-Silver	Sub-Gold	Sub-Platinum
Setup Charge	N/A	N/A	N/A
Term Fees	RM200	RM280	RM1080
Term Duration	6 months	1 Year	4 Years
Free Credits	50 credits	150 credits	750 credits

SMS Credit Charges (Optional):

As per SMS Tier Charges shown below on a per purchase / per top-up basis

Order Quantity	RM
500 to 9,999	0.100
10,000 to 49,999	0.095
50,000 to 199,999	0.090
200,000 to 499,999	0.085
500,000 to 999,999	0.080
1,000,000 and above	0.075

* The cost of 1 sms ranges from 1 - 4 credits depending on your destination.

Country rates chart is available at websms2u.com/countryrates.asp

** There's no expiry date for purchased SMS Credits, as they can be carried forward upon renewal of account(s).

White Label Service Charges (Optional):

Initial Customization & Setup	RM950.00 one-off
Support, Maintenance, & Upgrading of SMS Interface/system	RM3500.00 per annum

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PREMIUM / 2-Way Messaging Service

SHARED SHORTCODE

Clients who wish to charge & profit from incoming messages as a business model will need to sign up for our PREMIUM SHORTCODE / KEYWORD Rental service.

	SHORTCODE / KEYWORD Rental
Setup Charge (<i>one-time</i>)	RM500
Rental Fees (<i>per month</i>)	RM250
Term Duration (<i>minimum term</i>)	3 months
Chargeability Amount (<i>max</i>)	RM5.00 per request (<i>ad-hoc requests</i>) or RM10.00 per month (<i>subscription-based services</i>)

Non-Zero-MT Profit Sharing Charges

The revenue received from the chargeability amount will be based on a Profit Sharing basis as per below:

- 1) Telcos will take an initial cut as follows:

TELCO COMPANY	PERCENTAGE (%)
Celcom / TMTouch	53%
Maxis / TimeCel	42%
DiGi	30%

- 2) The Remaining Balance will be shared between the Client & XGEN Technologies based on the table below:

RM	Client - %	XGEN - %
0.30 to 25,000	70	30
25,000.30 to 50,000	72	28
50,000.30 to 125,000	75	25
125,000.30 to 200,000	80	20
200,000.30 and above	85	15

MT (Mobile Terminating) Charges

The following MT Charges will be applicable for each respective Telco

TELCO COMPANY	PERCENTAGE (%)
Celcom / TMTouch	Every (zero charged-MT) will cost RM0.05 each
Maxis / TimeCel	MO (Mobile Originating) comes with one (zero charged-MT) free. Every subsequent (zero charged-MT) will cost RM0.095 each.
DiGi	Every (charged-MT) will cost RM0.07 each Every (zero charged-MT) will cost RM0.11 each

DEDICATED SHORTCODE

Clients who wish to have and own their own shortcode will require a dedicated shortcode. With a dedicated shortcode, no keywords are required in the mobile message when sending in from a mobile phone. All messages sent to your shortcode will automatically be forwarded over to you.

	Charges / Fees
Celcom / TMTouch	RM12,500 up front
Maxis	RM3,500 up front
DiGi	RM3,500 up front
Umobile	RM3,500 up front
Operational Cost	Cost: RM4000 Monthly Fees Minimum 6 months.

Note: Information & Pricing details provided here within are subjected to changes and fluctuation.