



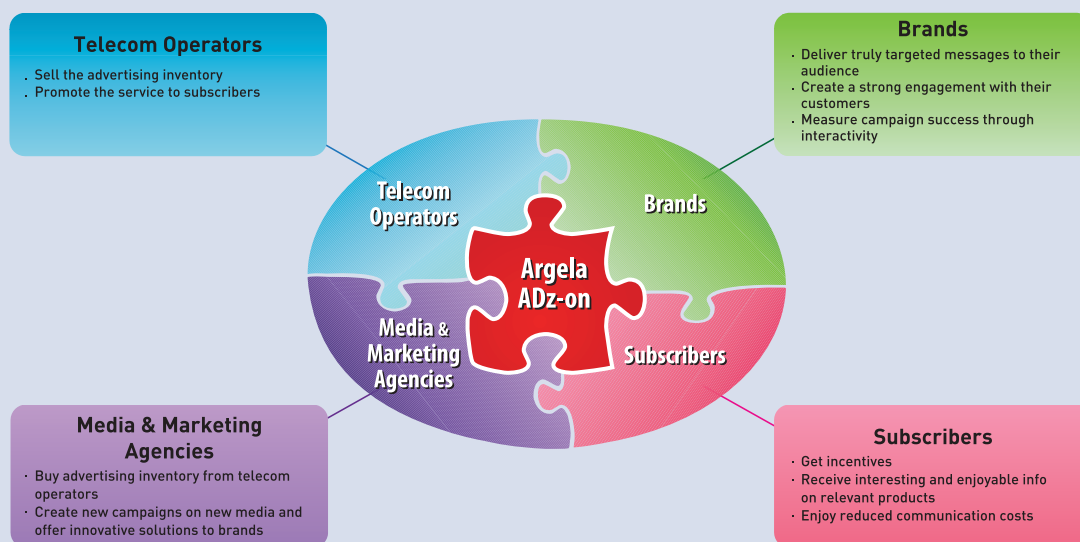
Delivering the true targeting and relevance in advertisement...

Argela's award-winning ADz-on helps operators monetize a multitude of subscriber touch-points - mobile, fixed, calling card, and VoIP - by enabling brands to deliver relevant and interactive campaigns to their target audience across multiple channels including voice, messaging, TV, internet and VAS.

Argela's ad-paid business model is based on an end-to-end telco-centric advertising solution which creates a win-win-win environment for operators, brands and subscribers.

An interactive tool with advanced capabilities...

- Advanced profiling & targeting
- Enhanced measurability
- Interactive advertising support
- End-to-end telco-centric advertising solution
- Compatibility with legacy and new generation networks
- Compliance to industry standards
- Centralized campaign management
- Effective inventory management
- Flexible profile management with full subscriber data privacy support
- Extensive reporting & statistics modules
- Easy-to-use web-based portal suite



Target.

Interact

Measure.

Monetize.



İstanbul | Ankara | Santa Clara | Dubai

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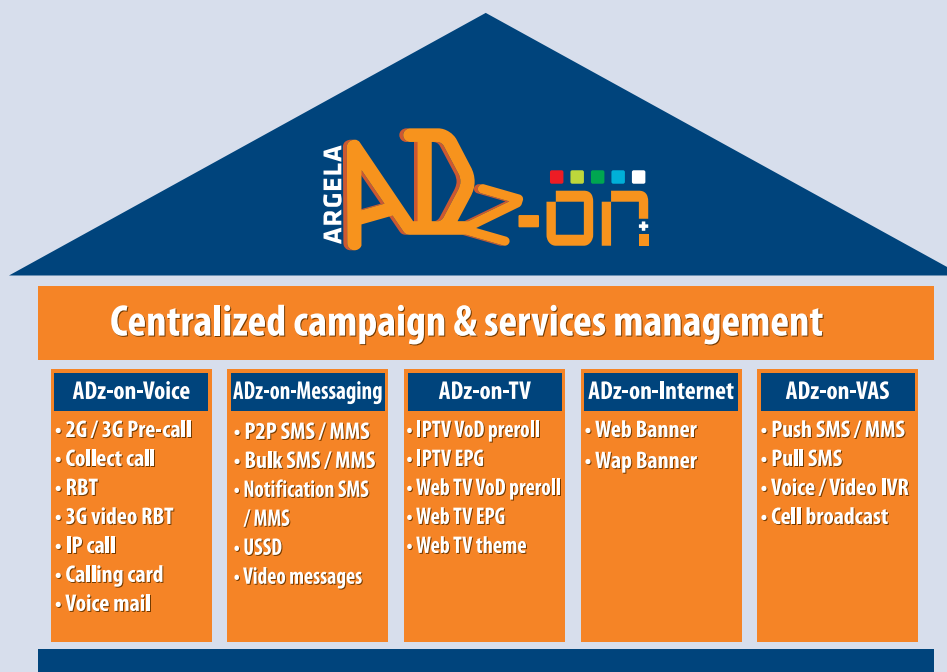


ORACLE®

PARTNERNETWORK

**INNOVATION AWARD 2008:
WINNER**

Argela ADz-on includes different product packages offering delivery of ads on different channels:



KEY BENEFITS For Operators

- Generates new revenue streams for operators through advertising on a preferred media
- Increases customer satisfaction, reduces churn by offering highly relevant & appropriate advertising and access to subsidized products and services
- Helps to increase ARPU by creating extra traffic that would not otherwise be possible
- Offers interactive dialog possibilities between the brand and its users
- Provides detailed, accurate and reliable reporting, leading to measurable advertising results
- Provides immediate feedback for prompt response & action

For Brands

- Creates high visibility and brand awareness on a personal mass media
- Offers the ultimate targeting and profiling potential for advertisers – direct reach to accurately identified profiles

For Subscribers

- Delivers personalized, pertinent and attractive messages on a permission-based channel
- Offers incentives through its sponsorship technology