

SIFOX



# VOICE BOOSTER®

AI-ENABLED VOICE COMMUNICATION PLATFORM FOR TELECOM

**Short presentation**

# Digital voice services are seeing rapid growth...



“The mobile VoIP market is expected to grow at rate of over 13% between 2019 and 2025.”

– Global Market Insights



↑ **70%**

Growth in March 2020



↑ **30%**

Growth in 2019



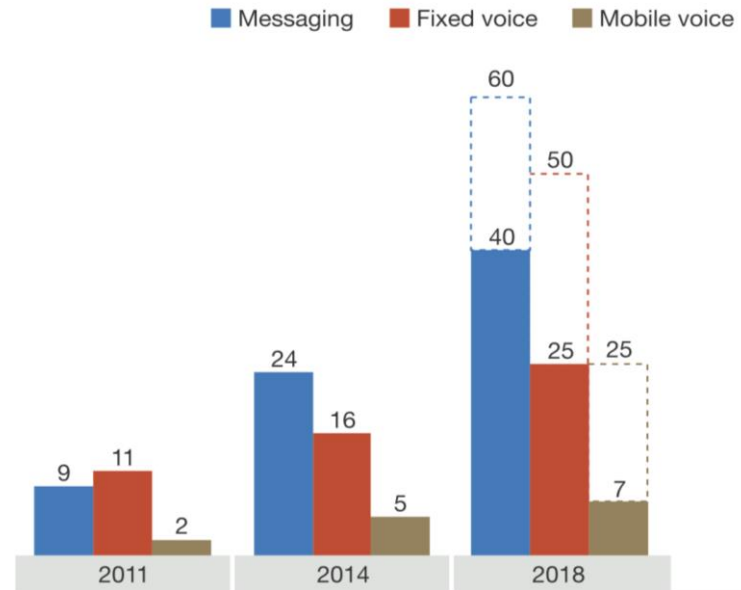
↑ **25%**

Growth in 2019



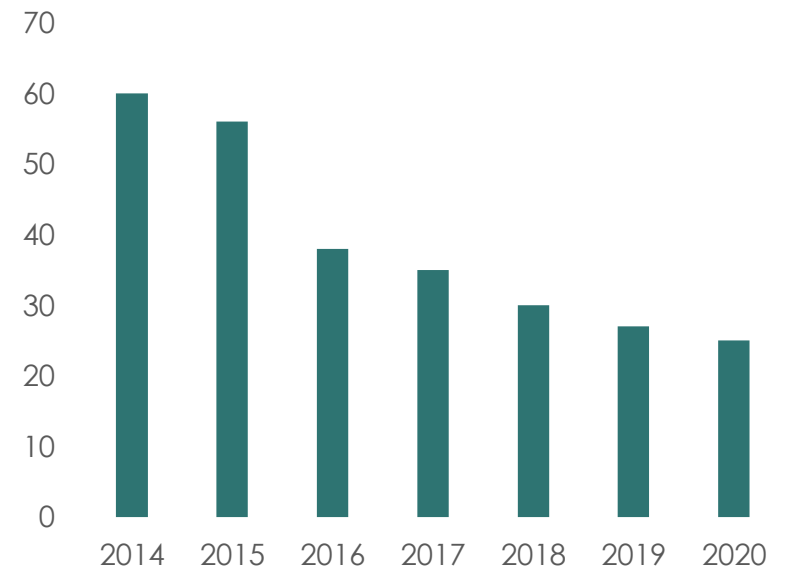
↑ **75%**

Growth during COVID-19



Over-the-top (OTT) revenue, McKinsey & Co

“Operator voice revenue to drop 45% by 2024, under a growing OTT challenge.” – Juniper Research



Telecom voice revenue (\$BLN), Juniper Research

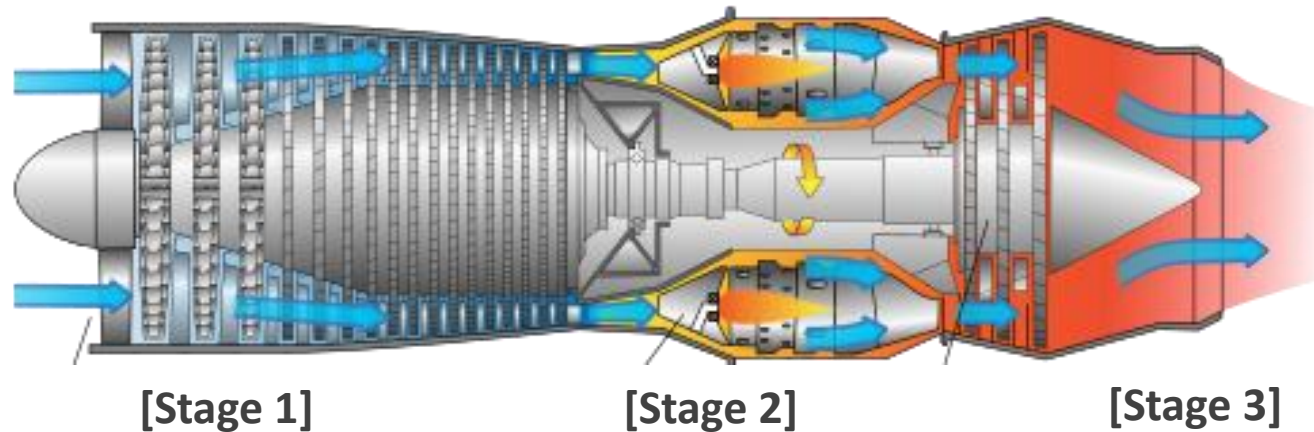
...and aggressively cannibalizing operator revenues.

# Introducing Telecom Voice Booster



## AI-enabled solution for turbing voice revenue

- Failed calls,
- Legacy services,
- Unused voice inventory

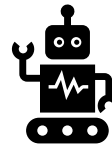


**+16%**  
New voice revenues



### CALL RECOVERY

Real-time failed call  
detection & recovery



### VOICE BOTS

AI-enabled value-  
added services



### VAD EXCHANGE

Intelligent voice  
advertisement suite

# Source of revenue leakage and size of opportunity



## 7%

**of calls fail**

Common reasons:

- No balance
- Congested / busy
- Non-reachable
- Abandoned call
- Concurrent call

## 30 million

**Size of opportunity**

Average monthly failed call attempts per 1M subscribers.

What if you could convert failed calls into new revenue?

# Lets Make Voice Great Again



# 18%

**of network traffic can be monetized at premium ad rates**

Common reasons:

- Create new channel for Advertisement
- Compelling impression rate
- Voice Enabled services
- Higher CPM

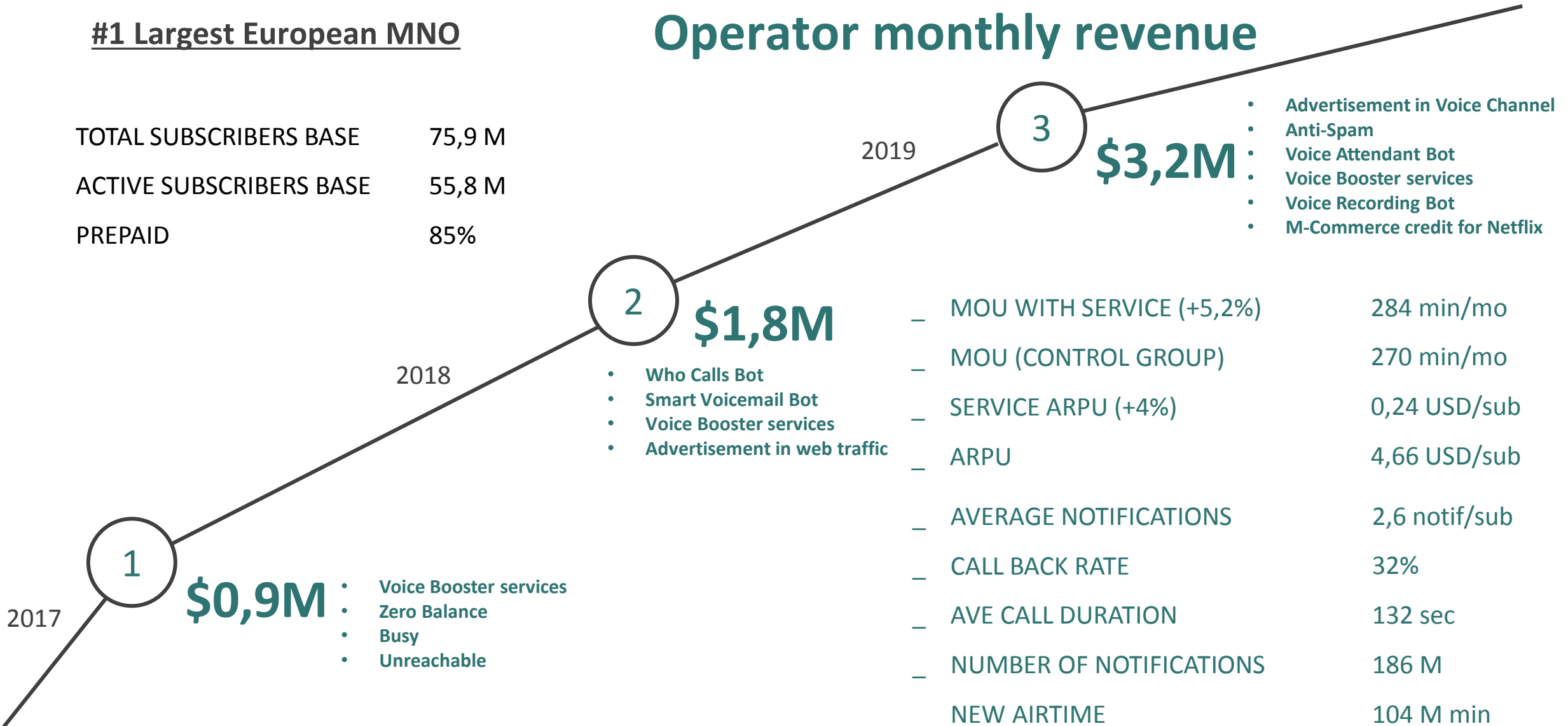
**Unlock hidden value in your existing call inventory**

# SUCCESS STORY

## #1 Largest European MNO

TOTAL SUBSCRIBERS BASE 75,9 M  
 ACTIVE SUBSCRIBERS BASE 55,8 M  
 PREPAID 85%

## Operator monthly revenue



# OUR CUSTOMERS

(+7 ongoing projects)



**54,6 MLN**  
SUBSCRIBERS

Russian VEON's subsidiary



**75,9 MLN**  
SUBSCRIBERS

#1 Largest European MNO



**45,9 MLN**  
SUBSCRIBERS

#1 fast-growing Russian MNO



**5,3 MLN**  
SUBSCRIBERS

57% VMNO market share in Russia



**33,3 MLN**  
SUBSCRIBERS

Kenya's biggest firm by market capitalization



**14,4 MLN**  
SUBSCRIBERS

Telecom provider in Kenya with the widest range of voice and broadband data



## CONTACT INFORMATION

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