

## IMImobile's Managed Service Model a success with *Mobile Operators in Africa*

*Hyderabad, June 30, 2008:* IMImobile is a worldwide lead provider of value-added services (VAS) and today has announced record growth for an operator in Africa with Tigo Tanzania doubling the number of Ring back Tone subscribers since deploying IMI mobile's new platform.

Operators facing increasing complexities maintaining and managing VAS platforms, IMImobile's unique managed services solutions has proved very popular across the globe with clients like Vodafone, Google and Yahoo. IMI mobile is a pioneer of delivering VAS on a managed business model, enabling operators and service providers to derive significant new revenue streams without having to make any capital investments, very attractive to African telcos.

The latest endorsement for the managed services model comes from Tigo Tanzania who has seen their ARPU (average revenue per user) rise significantly since partnering with IMImobile in Tanzania. Keen to provide innovative value-added services for their youth market. Tigo looked to IMImobile to deploy and manage a number of services which would be popular with their subscribers. A new Ring back Tone (RBT) Platform was deployed by IMImobile few months ago which offered subscribers unique access to hundreds of hit music singles in English, Swahili, Indian and other African languages. The fully scalable and automated platform has proved very popular with the number of subscribers doubling to 100000 in March 2008 alone.

IMImobile has also built and deployed a vibrant new WAP platform specifically for Tigo's youth sector. Subscribers are able to browse and download exciting new content like Wallpapers and Graphics through IMImobile's partnership with over 400 international content providers like Sony and Universal. Tigo has recorded 80,000 WAP users in a span of just three months of the WAP service going live.

"The African market is extremely exciting" added Vishwanath Alluri, IMImobile's Founder and CEO. "The potential is huge and it has come as no surprise that we have recorded such positive results in Tanzania for Tigo. Our innovative services coupled with the Tanzanians love of music, particularly Hip-Hop and R&B always pointed to Ringback Tones being a big success. IMImobile has considerable experience operating in the emerging markets and handling large volumes of traffic and we look forward to forming new relationships with operators and content providers across Africa."

Mihayo Wilmore Cluster VAS Manager Ghana, Sierra Leone and Tanzania commented, "We have enjoyed a very successful relationship with IMImobile who have deployed and managed a number of services for Tigo over the years in countries ranging from El Salvador to Colombia. IMImobile's technological expertise is second to none and their bespoke campaign management continues to deliver exceptional results. We are delighted with the growth recorded in Tanzania and look forward to working with IMImobile over the coming years."

IMImobile currently deploys value-added services for Millicom Group in Mauritius, Latin America in El Salvador, Guatemala, Honduras and Colombia plus Sri Lanka in Asia.