

# Wireless and Mobile Wallet / Debit MasterCard Program

Wireless & Money Reinvented



Powered by

CONVERGENCE OF VOICE & DATA SERVICES



## Why MyTime Wireless:

MyTime Wireless provides its customers with a revolutionary wireless and debit card product offering. We have reinvented the wireless and mobile wallet industry to provide distributors and their customers with a quality service that includes uniquely bundled value added services topped with the ability for distributors to earn high revenue residuals while actually owning 25% of the customer:

- Distributors Earn High residuals of up to 10% of revenue.
- Distributors own a % of customer (only service provider in the world that gives a % ownership of customer to its distributors).
- Strong distributor support and training.
- Early rate plan replenishments allowed.
- Low overage rates for lower end plans at \$.02 / MIN / MB.
- Strong Family Plans.
- No Contracts / Credit Checks.
- Internet Self Care.
- Low cost monthly plan options as well as higher usage plans.
- Access to most major wireless carrier networks.

- FREE Mobile Wallet Account Included with every wireless account along with data app.
- Free Debit MasterCard included with every wireless account (comparable to \$3.00 per month for GreenDot). Debit card doubles as an international long distance calling card.
- Multilingual 24/7/365 customer service.
- Automatic \$5 cash load for autopay customers on participating plans. Monthly cash load can be used for ILD calling, voice, text, or data overages.
- State of the art administrative portals to manage customer base.
- Monthly Autopay available and distributors get commissions on all autopay customers.
- Program can be private labeled to any brand.



### **About MyTime Wireless:**

- Headquartered in Seattle, Washington;
- Strong sales management and development team;
- Strong direct US carrier technology partnerships for cellular and debit card services;
- Strong relationships with its suppliers which allows for the company to provide its services at the most competitive rates in the industry;
- Incomparable strong 18 year proven track record;
- MyTime Wireless utilizes the world class acquisition, billing, and care platform called Unified Signal;
- Company has class 5 switches and terminates its own ILD traffic allowing the company to provide customers with lower retail rates for international calls than has ever been offered in the past.





## **MyTime Operational Solution:**

#### Major US Wireless Carriers



"We wanted to create a product suite that our distributors can be proud of and significantly partake in the profits as partners in the business. Our end Mission statement is to create products and services that will save customers money, make their lives easier, and bring their loved ones closer to them where ever they may be in the world." **-Paris Holt** Chief Executive Officer



## Autopay:

#### Types of Autopay

- Low Minute / Balance Autopay Customer can auto replenish minutes on their account as well as modify the settings as to how many minutes remaining on their account triggers their autopay.
- Monthly Plan Autopay Customer can auto replenish their monthly service plan.

## **SMS Alerts / Notifications:**

- Low Balance Warning: Customers can set their own low balance levels (SMS, Data, Voice) so that they can be notified once those levels are reached.
- Reminder to Replenish for Next Month Warning: Every time customer has not paid their next monthly bill 5 days prior to the end of their billing cycle.
- Grace Period Warning: Customers will be given one final notice that their account will go into a Grace Period status if they do not replenish within 24 hours.
- New Activation Welcome SMS: Customers will be sent a welcome SMS message with helpful information about their new service (Customer MDN, MVNO URL)
- New Activation Data Reminder SMS: Customers will be sent an SMS shortly after activation, reminding them to use Wi-Fi in order to save on their data usage.

"The MyTime Wireless system has been created to maximize customer satisfaction and decrease monthly churn. Painstaking detail has gone into making sure that we provide a level of service never seen before in the telecommunications industry. We call it Fanatical client and customer support." - Ruben Nicholls, VP of Customer Service and Carrier Operations (COPS)



### **Value Added Services:**

- **Private Label Affiliate:** MyTime Wireless can take its entire wireless program and within 2-3 weeks private label for its larger distributors. The program has to be the same but the brand can be customized. Distributors could then use their own brand or create a new wireless brand. Customers would not have any exposure to MyTime Wireless.
  - Credit Card Processing shows up as "Cellular Service" as the descriptor.
  - Customer Service is answered generically alleviating branding overlaps.
  - Distributors can create their own packaging.
  - POS and management portals are all private label and customizable including URLs
- Equipment and Accessory Purchasing: If Distributors wish to carry equipment (cellular phones and accessories) in stores, then we can support the fulfillment of equipment to any location required.
- **Device Financing:** We are implementing a device financing program so as to allow customer to purchase a device and finance that cost over 12-24 months. This helps put MyTime Wireless inline with the actual wireless carriers.



### Mobile Wallet / Debit MasterCard / ILD Program:

Personalized Cards: (FREE when ordered online through dealer portal) Retail POS JHOOK Packaging: \$2.50

Product	Transaction Type	Retail Price to Consumer	Commission Schedule
MYTIME Wallet	Load From US Saving / Checking Account	\$1.00	\$.25 / transaction
MYTIME Wallet	Off Load to US Saving / Checking Account	\$1.00	\$.25 / transaction
MYTIME Wallet	Move movement between mWallet accounts	FREE	FREE
MYTIME Wallet	Move movement from mWallet to Debit Card	FREE	FREE
MYTIME Debit MasterCard	Primary Card Monthly Fee	\$2.00 per month	\$.25 per month
MYTIME Debit MasterCard	US Domestic ATM Withdrawal	\$1.75 per transaction	\$.25 per transaction
MYTIME Debit MasterCard	International ATM Withdrawal	\$2.00 per transaction	\$.25 per transaction
MYTIME Debit MasterCard	ATM Balance Inquiry	\$0.49 per transaction	\$.25 per transaction

Distributor will undertake in our Mobile Wallet program profit sharing. DISTRIBUTOR generates Commissions for all activity that the customer transacts on the MYTIME WALLET as well as the MYTIME Debit MasterCard. DISTRIBUTOR will be provided usage reports that will detail all consumer transaction history. DISTRIBUTOR will be paid out per the commission schedule above.



## **Compensation Program Summary:**

- Distributors can choose between receiving a one time SPIFF or Distributors can choose customer ownership which involves actual ownership in the customer itself as well as stock in Unified Signal (OTCB: UNSI). Combined customer ownership and stock could easily be worth 4-5 times SPIFF.
- Distributors keep 10% of the revenue on all wireless customers activated and replenished in store through the MyTime Wireless Dealer portal.
- Distributors receive a 9% commission on all wireless customers who process their payments via credit card.
- Distributors also receive profit sharing on the Mobile Wallet Debit MasterCard program.
- Customer residual commissions for autopay and credit card customers always goes to store who activated customer.
- All commissions and profit sharing are paid to distributors via Mobile Wallet by the 15<sup>th</sup> of the month for the previous month's performance.
- Distributors are provided with full reporting so as to audit commissions on a monthly basis.





## **Customer Ownership Program:**

#### • Wireless Customer Ownership:

- Each calendar year (January December) and on a quarterly basis (every three months) a customer profitability analysis will be completed on all DISTRIBUTOR customers as subscribers to MYTIME Wireless and a profit per customer number will be calculated. DISTRIBUTOR will be commissioned a % of all EBITDA that their MYTIME Wireless customers generate and will be paid out to DISTRIBUTOR every six months.
- Upon any sale of the customer base, DISTRIBUTOR will be paid their % of the proceeds that their MYTIME Wireless customer base generates in the sale, within forty-five days of the closing date of the transaction agreement and commissions will continue in perpetuity. Historically customer base sales have averaged between \$250 per customer to \$450 per customer. A subscriber sale could generate an additional \$62.50 to \$112.50 per customer in net profit for Distributor.

"We are interested in working with distributors that will become long term business partners. And, because of that, we feel it's important to provide these business partners with ownership in what they build. No other communications company is providing this type of an offer and we are so proud to be the first of our kind." - Melissa Watson, VP of Business Development



## **Jumpstart Equity Program:**

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- Equity Ownership in Unified Signal (OTCB: UNSI) stock:
  - MYTIME WIRELESS' parent company Unified Signal <u>www.unifiedsignal.com</u> is a public company (OTCB:UNSI). Distributor will be granted UNSI common stock for every wireless customer that stays on service for 6 months. Each customer who stays on service for a minimum of 6 months will earn Distributor a certain number of shares of common stock. Normal life cycle of a customer is well over 1 year. If Distributor activates 100,000 customers, then Distributor's stock could be worth quite a bit of money.
  - Distributor will also be granted shares of UNSI common stock for every Debit Card customer that stays on service for a minimum of 6 months.





## **International Long Distance Program:**

Participating MyTime Wireless Cellular rate plans are automatically provisioned with a \$5.00 cash load on their account every month which can be used for International long distance (ILD), voice overages, text overages, or data overages. If the funds are not used that month they do not carry over to the next month. This can be used most effectively by promoting international long distance calling.

To use the MyTime Wireless ILD platform on its 2 CDMA networks like Verizon and Sprint: customers just dial #1199 from their MyTime Wireless mobile phone and then they dial their ILD number.

To use the MyTime Wireless ILD platform on its 2 GSM networks like AT&T and T-Mobile: customers just dial the direct ILD number without the need for a dial around number.

Customers can use the funds on their Cellular Phone, Mobile Wallet, and their Debit MasterCard to place ILD calls. Available funds are conveniently and automatically pooled together to create one master balance for ILD calling. Customers can use their cellphone or dial their access number from any phone they authorize to reach their ILD gateway.

#### Sample ILD Retail Rates\*:

China: \$.007 Canada: \$.004 Egypt: \$.084 Hong Kong: \$.013 Puerto Rico: \$.011 UK: \$.002 Israel: \$.003 Brazil: \$.011 France: \$.006 Spain: \$.005 Germany: \$.006 India: \$.011 Haiti: \$.245 Italy: \$.004 Colombia: \$.028 El Salvador: \$.184 Australia: \$.011 South Africa: \$.017 Dom Republic Mobile: \$.059 Dom Republic: \$.086 Guatemala Mobile: \$.142 El Salvador Mobile: \$.206 Mexico Mobile: \$.025 Mexico: \$.004

\* If Distributor needs more aggressive retail ILD pricing then please contact us and we can try to source new carrier routes.



## **Distributor / Dealer Portal:**

**Customer Management Portal** 

- Distributors have access to their customer's data as well as their carrier status.
- Distributors can review announcements from MyTime Wireless Communications about new functionality and new services rolling out.
- Distributors can download training manuals to help better understand how to use the system.
- Distributors can create a trouble ticket if they can't solve a customer issue themselves.

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### **Distributor / Dealer Portal cont:**

#### Activations and Replenishments

- Distributors can optionally choose to activate customers directly in their management portal. The system will automatically debit the distributor's mobile wallet account for their cost.
   Distributors keep their profit IMMEDIATELY. No waiting for commissions monthly commission payouts.
- Distributors can opt to perform customer service for their clients.
- Distributor portals are currently in English, Spanish, and Serbian and other languages can be added upon request.





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150

200

Reporting Results

Count

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## **Reporting Functionality:**

- Distributors can run sophisticated reports to help track and manage their business:
  - Activations
  - Replenishments
  - Churn
  - By year / By Month / By Day
- Distributors can request custom reports to help further their business needs.
- Distributors can run list or graph reports. List reports can be downloaded to excel for further analysis.
- Filters can be used by carrier, state, product, etc.
- Reports can also be emailed to Distributors and for larger reports uploaded to a secure FTP site that is established.

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Network:	ALL	•		1		
Duration:	By Year	•		2		
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## **POS Functionality:**

- Customer Self Activation
- Easy for customers to use
- Distributors receive commissions from activations using POS
- We can Private Label to use Distributors Brand
- Distributors can market directly to customers anywhere in US







## **POS Functionality cont:**

- 1. Private Label
- 2. Can completely customize look and feel
- 3. Multilingual
- 4. .NET infrastructure
- 5. APIs available so Distributors can build their own customized POS
- 6. Completely integrated and automated with wireless carrier systems

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\$10 200 Talk, 200 Text, & 20 Data	minutes, overage r	nonth which includes 2 200 Text, & 200MB Da rate is \$.02 per minute, 01, and Data overage ra	ata. Voice SMS overage	\$10.00	0	0
\$15 300 Talk, 300 Text, & 30 Data	0 Text, & 300MB \$15 per month which includes 300 anytime minutes, 300 Text, 300MB Data, & a \$5 Monthly Credit. Voice overage rate is \$.02 per minute, SMS overage rate is \$.01, and Data overage rate is \$.02.				0	0
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### **Customer Service:**

- Customer full featured care module for Cellular and Mobile Wallet product set
- Easy to use and intuitive
- State of the art security
- Feature rich

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#### Mobile Wallet Product Suite

MyTime Wallet is comprised of 2 product suites:

- 1. Mobile Wallet "mWallet" Program (Virtual Savings Account): A simple private label PayPal type of service where customers can load money via cash, credit card, US checking / savings account, and receive money from other mWallet users. Customers can move funds off their account to any US checking / savings account, to other mWallet users, make ILD calls, pay for their wireless services, or move money to their MyTime Debit MasterCard or companion card. This mWallet account has no monthly fees attached.
- 2. Debit MasterCard Program (Virtual Checking Account): Customers can choose to add on an optional prepaid Debit MasterCard which will provide them access to domestic and International ATM networks as well as use anywhere MasterCard is accepted. Money can be FREELY moved from their mWallet account to their Debit MasterCard in real time and all using a state of the art data app. Customers can order a companion debit Master Card and mail that card to loved ones abroad. Once they have that companion card, money can be freely moved from the mWallet to the companion card in real time and again for FREE. Family members can use the card anywhere MasterCard is accepted and / or take out funds at virtually any ATM.



"Our objective with this product is to bring families all over the world closer together. Its unfortunate that people have to spend 10% to 15% of their hard earned money to send money to their loved ones abroad. We are changing all of that..." - Melissa Watson, VP of Bus Dev



#### Mobile Wallet Target Market

#### Family Work ATM access + cash back Commission payouts Free money movement Control expenditures Control spending Company gifts **MYTIME** Monitor purchases Direct Deposit Debil 5318 8600 0000 0000 World Wide Use Privacy da second Cardholder Free Int'l money movement Funds are FDIC insured Move money real-time Purchases kept private Global acceptance No monthly statements

Best exchange rate

No link to personal credit



## Mobile Wallet / Prepaid Debit Card Ecosystem

www.mytimewireless.com







#### **B2B Mobile Payment Product Suite**

Allows merchants the ability to integrate their cash registers into the MyTime Wallet therefore allowing customers to pay for goods and services through their mWallet and all with <u>NO</u> processing fees saving merchants from paying 1.5% to 3% of their revenue to credit card processing fees.

#### Applications:

- 1. Retail brick and mortar
- 2. Internet e-commerce sales
- 3. Street Commerce
- 4. Government supply chain
- 5. Non manned vending machines
- 6. Charitable Donations
- 7. Request Funds from people to pay for good and services

Consumer buys goods and services from Merchant w/ Mobile Commerce Account Merchant processes transaction using simple API suite or Data App Customer uses their phone to authorize transaction

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Merchant Benefits: Merchant pays no merchant transaction fees vs. 1.5% to 2.5% of revenue with credit cards

Virtually eliminates bad debt and credit card theft

Speeds up transaction

Money is debited from Customer's account and credited to merchant's account in real time



#### Security- AFIDS Module (Anti Fraud and Intrusion Detection System)

 Extremely Proprietary module used to protect customer information and prevention of fraud.

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- 2. Involves "Ai" type programming that allows the system to self monitor and actually evolve using sophisticated layers of intuitive reporting and self monitoring and self adjustment.
- 2 step SMS security verification process to log into customer's account.





#### MyTime Wallet - Stand Alone Internet Point of Sale

- 1. Private Label
- 2. Can completely customize look and feel
- 3. Multilingual
- 4. .NET infrastructure
- 5. APIs available so client can create custom user experience
- 6. Completely integrated and automated with payment processing suppliers
- 7. Secured with AFIDS
- 8. Easily add on a Debit MasterCard account

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www.mytimewireless.com

#### **Supporting Mobile Phone Data Application**

- 1. Supports Mobile Wallet, Debit Card, & Wireless product sets.
- 2. Domestic and International money movement
- 4. Request Funds Functionality (Pending Payments)
- 5. Load funds onto system via credit card, checking / savings, and cash
- Move money off system via checking and savings, ATM, Visa / MasterCard
- 7. Wireless service management including usage summaries by category (voice, sms, & data)





#### mWallet Communications Suite

- Ability for Distributors to communicate with end consumers via SMS or MyTime Data App via mCommunicate.
- 2. Customize the subject, message, and priority
- 3. Segment customer base and tailor message to customer group
- 4. Upload and manage your own coupons, advertisements, etc
- 5. Can be used to remind customers to pay bills or call customer service for an urgent issue that needs to be addressed or simply to push traffic to retail stores via custom designed ads.

mCommunication				
Subject:			Restricted to 25	5 characters
Attribute:	[CHANNELID] [CUSTOMERID] [ACTIVATIONID] [ORDERID] [ACCOUNTID]	(E)	pulling the data button to enter t	sert customer-specific information into the message by you choose from the customer's account. Just click the he variable to the body of the message. For example, "Y MinutesRemaining] remaining."
Message:			Restricted to 60	0 characters (including the variables above)
Message Priority:	Normal Priority			
Message Type:	Image			
Include Image:	Select Image	Manage Images		
Image ID:				
Button Text:				
CUSTOMER FILTERS				
Supplier:	GSM All Access	PCS Network 🗖 CDMA Se	rvice Limit communica	tion to specific suppliers.
Cardholders:	🗖 All 🗖 VIP 🗖 Non VIP			tion to only cardholders. Further define your filter by ic types of cardholders.
Mobile Numbers: (optional)				tion to specific mobile numbers. Input the mobile number ated string (e.g. 2065551212,4255551212)
Area Codes: (optional)				tion to specific area codes. Input the area codes in a ed string (e.g. 206,425)
Zip Codes: (optional)				tion to specific zip codes. Input the zip codes in a comm g (e.g. 98009,98101)
		IS	O(S)	MASTER AGENT(S)
	ultiple items by holding down n your keyboard and making mouse.	ALL All Affiliates Unified ISO		ALL



### 2016 Product Road Map

Parent company Unified Signal is consistently investing a great deal of capital into R&D (Research and Development) which is divided into 5 distinct categories:

- 1. Globalization
- 2. Mobile Commerce
- 3. Technology evolution and expansion
- 4. Addition of new products and services to bundle on 1 ubiquitous bill

5. System feature enhancements

- Addition of VoIP based services much like Vonage where customers can bundle their home service on their bill as well.
- International Expansion with European and South American carriers for customers who travel internationally.
- Expansion into 8M WiFi hot spots around the world. Customers will be able to use their cell phone free of charge when connected to any one of these 8 Million hotspots around the world.
- Implementation of a beacon based system where retailors can use beacons to push information to customers as well as to facilitate the payment for goods and services with the mWallet.
- Add the Apple Watch to the mWallet process for paying for goods and services.



#### Next Steps:

- 1. Delivery of full program summary
- 2. Contract Creation / Execution
- 3. Address and scope any needed custom development work
- 4. Client set up, coding, and configuration
- 5. 5-7 day Launch Cycle
- 6. Client Acceptance
- 7. Full Production Launch
- 8. Continuous feedback and development loop

