THE FUTURE OF MVH

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- Sept 2009 - Board and Management restructure

- Nov 2009 - Decision to divest the medical assets

- Jan 2010 - Acquires cash flow positive business cBox pty ltd

- Apr 2010 - Changes industry classification to Media and announces new direction

- Aug 2010 - Reports first cash flow positive quarterly results in many years

- Sep 2010 - Signs 2 year contract with Berkshire Hathaway subsidiary Business wire

- Oct 2010 - Signs contract to acquire global mobile business the mConnect Group

- Oct 2010 - Announces name to change to Motopia Limited

- Future - Global force in mobile marketing

- The mobile age has arrived - more mobile devices will access the internet than PCs by 2015

- Mobile adoption has achieved the same adoption rate as the internet in half the time

- Brands and Retailers are shifting their focus to mobile, but rarely have the internal resources to exploit mobile as a marketing & revenue generator

- Enormous opportunity for brands and agencies to increase awareness and revenues through exponential growth of mobile marketing channels

- The high cost of entry, technology requirements and lack of mobile business expertise leave a void of value-added product and service providers

- Traditional Marketing & Advertising Agencies lack both the experience, technology, and partnerships to serve clients effectively in the mobile space

- The need for end-to-end services provider has arisen in the marketplace

- Mobile phones are the most widely used technology on the planet, with about **4.6 Billion** mobile phone subscriptions worldwide (about 75% of world population)

- There are over **4 Billion** active users SMS text messaging

- By 2014, more than **1.6 Billion** users will access the web by mobile device, surpassing the desktop computer

- Mobile commerce is accelerating 10X, projected to increase from **$2.4B in 2010** to over **$23B by 2015** (Coda Research Consultancy, May 2010)

- Mobile coupon usage could generate more than **$6B globally** in retail redemption by 2014 (Juniper Research, Nov 2009)

- **Only 1000** distinctive products were advertised on mobile devices in the US in March 2010 (ComScore)

- Web Enabled Mobile ownership has **risen 85%** year on year in 2009 (ComScore)

"It's clear that mobile advertising is growing incredibly fast" – Google, May 2010

"In terms of growth, 2009 was unprecedented for the industry, but it was just the beginning. In 2010, I predict close to 100 percent to 150 percent growth in mobile budgets" - Richard Ting, VP/Executive Creative Director of Mobile for R/GA, June 2010

AdMob – Largest iPhone ad network, compatible cross-platform
- Acquired by Google for $750M, $48M in Series Funding

Snaptu – Mobile Web Developer for Legacy Devices
- Raised $6 Million in Series B funding – June 2010

Boku – Mobile Billing & Micro Payments Provider
- Raised $25 Million in Series C funding – Jan 2010

Foursquare – Mobile Location Based Social Network
- Raised $20 Million in Series B Funding – June 2010

- Mobile Marketers are overwhelmed by the endless channels for mobile promotion

- Fragmentation of software platforms and limitations of devices creates the need for a customized tailored mobile experience

- Two-thirds of mobile users have encountered problems accessing websites on the mobile phones

- More than 50% of mobile site visitors are unlikely to return to a site they had trouble accessing

- **77%** of marketing agencies have **NOT** hired in-house **mobile expertise**.
  Centre For Media Research Survey – May, 2010

Users expectations for the mobile web are simply not being met. Brands and Agencies are missing opportunities due to a lack of execution.

Mobile presents an incredible opportunity for brands and retailers, but requires the tools and expertise to effectively communicate with consumers

Motopia is a Full-Service Mobile Marketing Solutions Provider working directly with brands and traditional marketing agencies offering all aspects of mobile marketing

Mobile Marketing & Advertising Agency

- Highly specialized targeting and ad placement
- Creative designed specifically for mobile devices

Mobile Products & Services Developer

- Mobile web portals, apps, games, SMS services
- To market directly to consumers or through distribution network

Mobile Content Licensing & Distribution Network

- An existing worldwide distribution network with quality partners that produce results
- A unique opportunity to monetize a brand

Motopia utilizes mobile devices to better target and communicate with their clients' target audiences:

- Geolocation, carrier & device targeting along with traditional placement techniques ensure that advertising messages are received by a captive audience

- SMS marketing allows clients to communicate directly with their customers with a personal touch

- Display & Text Advertising crafted for mobile device usage (i.e. smaller screens, users on the go, etc.)

- By connecting to all mobile advertising networks, Motopia can serve advertising throughout the mobile web and mobile applications

- Mobile coupons that saves costs by eliminating printing while improving convenience for users as they carry their mobile device at all times. Mobile coupons are extremely effective at creating action

Mobile marketing and advertising is projected to increase from **$11.5B in 2010** to over **$21B by 2012**

ABI Research, May 2009

Motopia creates effective mobile experiences for users through both optimized mobile websites (mSites) and mobile applications
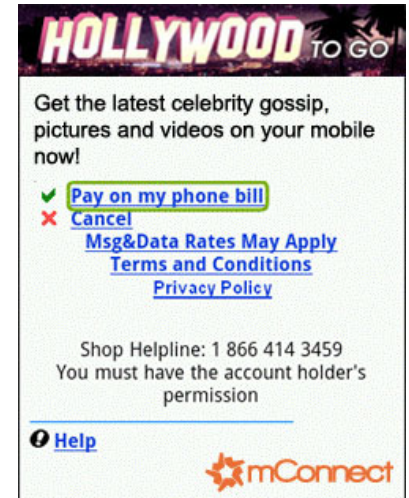
- mSites ensure that users have the best experience by utilizing the unique capabilities of phones (i.e. geolocation) and leaving out features incompatible with mobile browsers (i.e. flash)

- mSites offer a more inexpensive, efficient, and expedient alternative to developing applications for clients who's needs don't require application development

- Applications provide brands with the unique ability to place their logo on a user's home screen, control the user experience of the phone while interacting with the brand, and to gain access into app stores, which provide free exposure

- Applications can can also utilize other functions within the phone, such as the native GPS and mapping functions, calendar or e-mail integration, or even serve notification messages direct to the user

More users will connect to the **Internet via mobile** devices than desktop computers by 2014

Morgan Stanley, June 2010

Motopia manages various mobile subscription portals and free and premium SMS services that provide users with high value brand interaction

- Mobile subscription portals give users access to premium sites for which the user experience has been tailored for mobile phones. These portals can be served through Motopia's proprietary content management system

- Mobile subscription portals can include video, images, breaking news, sports scores, or any other content that clients wish to feed through the system

- Text based services such as SMS Chat or SMS alerts can give clients an intimate way to communicate with their customers, or allow users to communicate between one another through chat

- These subscriptions along with text based services can be billed via Premium SMS, which puts the charges directly onto the user's phone bill, making the process quick and easy to complete

- Motopia also has mobile Credit Card billing capabilities should clients prefer to use it

HOLLYWOOD TO GO

Get the latest celebrity gossip, pictures and videos on your mobile now!

✔ Pay on my phone bill
✗ Cancel
Msg&Data Rates May Apply
Terms and Conditions
Privacy Policy

Shop Helpline: 1 866 414 3459
You must have the account holder's permission

❶ Help

mConnect

Motopia currently has billing capabilities in the following countries:

Motopia has established a global distribution network that allows its clients to license and distribute mobile content to over 55 mobile carriers across the globe:

- These channels produce consistent and long term revenues for our content partners, and help brands reach into every corner of the globe very quickly

- Motopia distributes and licenses many of the existing products and services that have been built for the client already, creating additional value from their development

- Additional products and services can be developed exclusively for the distribution channels and are evaluated on a case-by-case basis
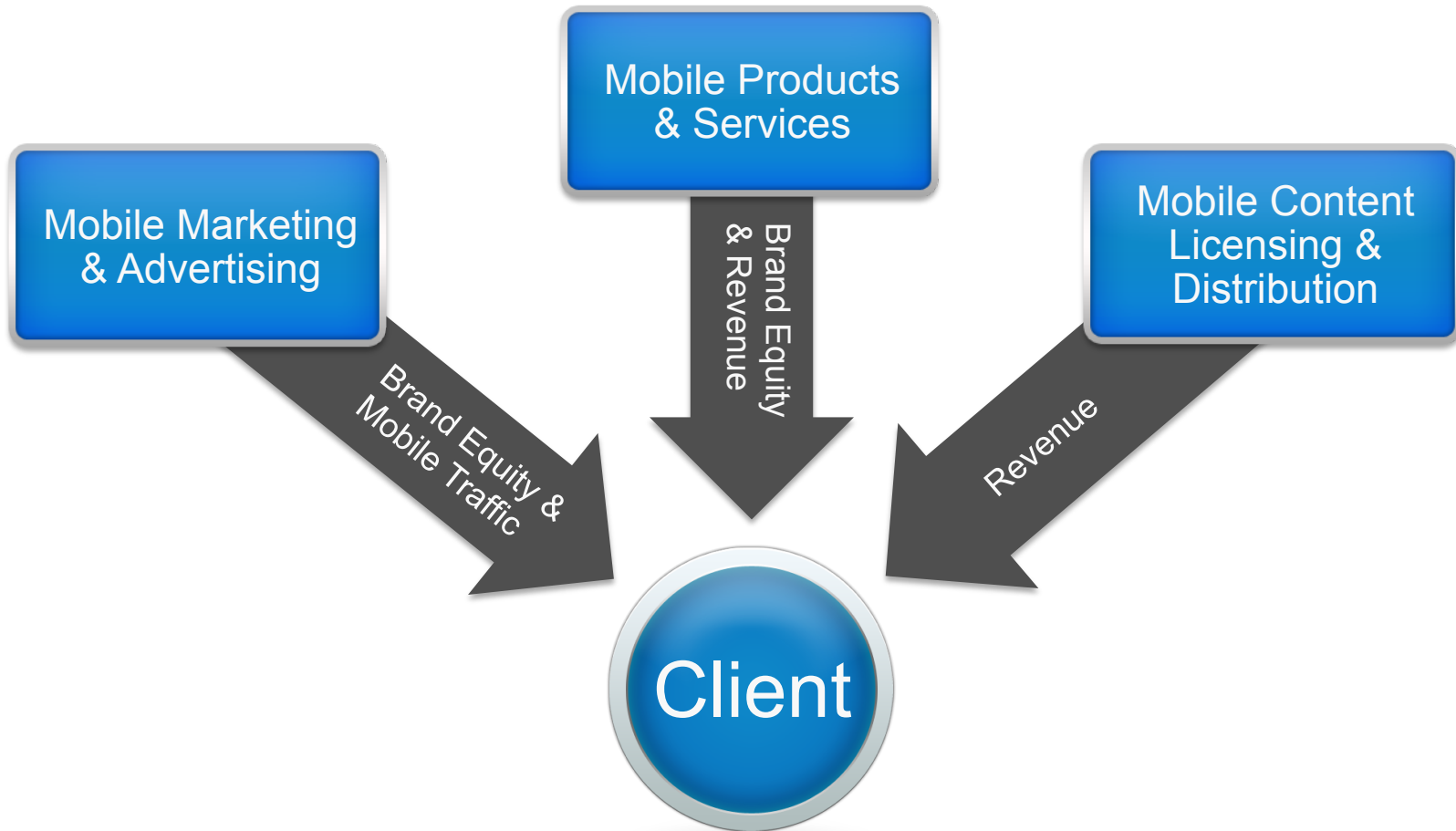
Motopia provides the following services, and allows its clients to choose the right combination of services to fit their mobile needs as a brand:

- mSite Development, Hosting & Data

- Video Streaming Hosting & Delivery

- Viral Marketing Campaigns

- Mobile Advertising

- Mobile Coupons

- Mobile Media Planning & Buying (Search, Display, Video, Affiliate, App, etc.)

- Application Design, Development, Submission, Management & Distribution

- Campaign Analysis, Statistics and Reporting

- SMS and MMS Messaging

- Global PSMS, WAP & Mobile Credit Card Billing

- Pay for web based content via mobile billing

- Marketing Campaign Management

- Brand Licensing & Distribution (Royalty & Revenue Share)

motopia

Currently, A Brand or Agency would have to work with as many as 9 separate companies to accomplish all the services they can receive from Motopia:

Mobile Advertising

Content Management System

mSite Developer

Marketing Campaign Manager

BRAND OR AGENCY

Mobile Media Planner

Mobile Billing Provider

Mobile Video Delivery Platform

SMS Platform

App Developer

All of Motopia's services have two simple goals: Creating utopian mobile experiences for businesses and their customers and monetizing the mobile channel

Mobile Products & Services

Mobile Marketing & Advertising

Mobile Content Licensing & Distribution

Brand Equity & Mobile Traffic

Brand Equity & Revenue

Revenue

Client

motopia

Motopia will be formed by two existing, fully functional and profitable companies, incorporating their talents, technology & experience

mConnect

- Messaging Platform
- Mobile Billing Platform
- Marketing & Advertising Expertise
- Advertising Creative Expertise
- Mobile Web Expertise
- Consistent Revenues
- SMS Messaging Expertise
- Mobile Billing Expertise

ZEAL Entertainment

- Mobile Distribution Network
- Licensing & Distribution Expertise
- Existing Clients
- Client Services Expertise
- Mobile Content Expertise
- Consistent & Long Term Revenues
- App Development Expertise
- Content Management System

MOBILE SITES · VIDEO STREAMING · MOBILE CAMPAIGNS · VIDEO APPLICATIONS · MOBILE APPLICATIONS · SMS AND MMS · MOBILE BILLING

motopia

COMING SOON

- The era of mobile has arrived with unprecedented growth forecasts from all industry sectors. With massive increases in mobile subscribers, web enabled phones and the marketing & advertising opportunities that come with it

- The mobile space is challenging for brands or even agencies to take on themselves, and many are left with a suboptimal mobile strategy if one at all

- Motopia solves this problem for brands and agencies by being **A FULL SERVICE MOBILE MARKETING SOLUTIONS PROVIDER** – with a broad range of services to meet all of it's clients needs

- Motopia will save its clients time & money as well as provide a consistent mobile strategy by allowing them to work with one company that does the work of many

- With years of experience, talented staff, and proprietary technology, Motopia not only is ready to serve clients from day one, it also cannot be replicated

Fandango is an e-tailer that sells movie tickets over the telephone and Internet, enabling customers to ensure ticket availability and avoid lines at the movie theater. With a comprehensive mobile strategy, they have increased sales by numbers they will not disclose, but estimate that 10% of their sales now come from mobile devices
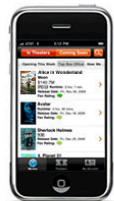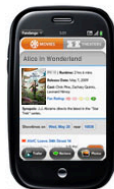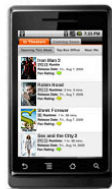
Applications – Fandango has applications for the 4 major application stores in the USA. These apps allow users to get local data of showtimes & tickets, and buy tickets straight through the app

Mobile Site – For users that don't have the app or use devices the app is not yet compatible with, they can use the simple, mobile optimized site that replicates all the features of the app

Mobile Tickets– Users who buy their tickets via mobile, receive an electronic ticket whose barcode can be scanned at the theater directly from their phone.

SMS Marketing – Users can get movie showtimes and then be prompted into ticket sales by sending an SMS to Fandango:

Text your ZIP Code to "FNDGO" (36346) and get a text back with showtimes near you.

QR Codes– By snapping a picture on a movie poster on their mobile, users will be able to get showtimes and buy tickets for that movie straight from their device:

Non-Optimized – A non optimized experience means simply seeing a a website, identical, but significantly smaller and with less function than on a PC
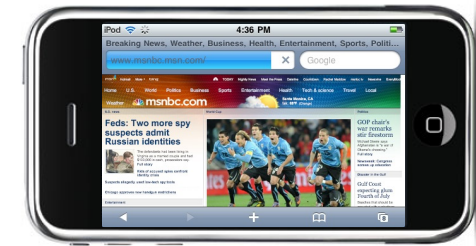
Optimized – An optimized site uses features from the main site but makes it simpler, easy to read on a smaller screen, ensures there is no software needed (i.e. flash) and gives the essential information