



Company Profile

Evolving Systems

Evolving Systems, Inc. (NASDAQ-EVOL) empowers Communications Service Providers (CSPs) to succeed in fast-changing, disruptive telecoms environments. We do this with people, processes, and platforms to better acquire, onboard, engage, and retain our clients' customers. The company helps both the Marketing and Network Operations teams collaborate and leverage the brand to engage with more customers – increasing each transaction's value and overall engagement tenure to maximize customer lifetime value (CLV).

Evolving's solutions for eSIM/SIM, M2M and IoT sales and dealer management as well as solutions for their lifecycle management include activation, network provisioning and number management. With 100+ customers across 5 continents, its solutions empower brands to drive revenue from partner and customer engagement without replacing existing solutions. This helps telecoms expand their sales reach, user base and improve revenue per user, operational efficiency, retention, and maximize customer satisfaction – in a frictionless manner.

The Company's portfolio includes innovative and comprehensive products for:

- Loyalty Through Real-time Digital Engagement
- eSIM/SIM Sales, Dealer and SIM Lifecycle Management including Service Activation and Verification

These solutions enable operators to efficiently and effectively market to their subscriber base and deliver new services over existing and new technologies, helping them to generate revenue, simplify operations, reduce costs and improve the customer experience. Evolving Systems' products are designed with the flexibility and scalability to suit operators from startups to established Tier 1 carriers.

Customers

Evolving Systems has deployed solutions with telecommunications operators in over 50 countries worldwide. These solutions support a broad range of wireless and wireline technologies including: IMS, VoIP and video communications,

3G, 4G and 4G LTE mobile communications and messaging, DSL and cable broadband access, IPTV and interactive content, including video on demand and games.

Representative Customers

3 (Hutchison), 3 (Ireland), Airtel, Beeline, Cable & Wireless, Claro, DiGi, EE, FLOW, Indosat, INWI, Maxis, Millicom, MTN, Orange Belgium, Ooredoo, Smart, Swisscom, T Mobile, Telenor, Virgin Media, Vodafone and Zain.

Consulting and Support

Whether through Evolving Systems' own local professional services organization or one of the Company's regionally based leading system integration partners, Evolving Systems' customers always receive high quality consulting, training and support services.

Why Choose Evolving Systems?

Our Unique Position

Evolving Systems is the ONLY Real-time Digital Engagement-driven Loyalty provider to also have a full understanding and solutions for telecoms including innovative coalition marketing partnership offerings and network solutions. The latter includes our solutions for eSIM/SIM sales, dealer mobilization and solutions to simplify SIM lifecycle management from sales through to activation and provisioning to regulatory compliance and reducing costs from errors and wastage. All of this is very relevant as operators prepare for the steep M2M and IoT- driven growth in eSIM and SIM usage.

Commitment to Our Customers

Evolving Systems is committed to its customers' success, helping them to deliver the level of service needed to compete and be profitable in the next-generation marketplace. The Company has a proven track record of customer satisfaction built on a reputation for being flexible and customer-oriented.

Focus

Evolving Systems focuses on modernizing traditional and new networks with digital engagement technologies. With a product and solutions portfolio that provides solid support

for the traditional networks, Evolving Systems makes it easy for operators and their subscribers to migrate to next-generation technologies or to simply embrace an innovative and customized digital engagement strategy that benefits the customer, the telco, as well as its brand affiliates.

Expertise & Experience

Founded in 1985, the Company has its headquarters in Englewood, Colorado, with offices in the United States, United Kingdom, India, France, Malaysia, Romania and Spain. With over 20 years each in the mobile marketing, service activation and number management business and over 10 years as the innovator and inventor of Dynamic SIM Allocation (DSA), Evolving Systems' technology and marketing solutions help its customers succeed.

Global Company

Evolving Systems supports customers around the world through regional offices and its global partners. Development centers in Europe and Asia provide round-the-clock development and support.

Solutions

Loyalty Through Digital Engagement

In a market where consumers perceive services provided by their telco as commodities, generating genuine loyalty is a persistent challenge. Evolving's digital engagement solutions are founded on a better understanding of customers using big-data for contextual insights, as a starting point. Next, Evolving builds on the telco's unique and valuable 1st party customer data to attract partners interested in Evolving's innovative coalition marketing options that helps them expand into the telco's customer-base. Evolving Systems' **Real-time Digital Engagement** solutions use customer demographic, behavioral, location and contextual information to up-sell network services as well as open new channels for differentiated telco offerings in partnership with brands that customers love for higher brand awareness, loyalty, NPS scores, tenure and average revenue per user (ARPU).

Evolving Systems' Badges provide a visual recognition of a subscriber's achievements and encourage engagement through gamification. Telco customers can keep their loyalty program fresh with newer badges for special occasions and events.

eSIM/SIM Sales and Dealer Management

Evolving Systems' innovative solutions that help drive SIM sales, activation and provisioning also help set the stage for

real-time digital engagement with customers going forward for mobile network operators (MNOs) and virtual mobile network operators (MVNOs). Evolving Systems' innovative patented **Dynamic eSIM/SIM Allocation™** solution allows wireless operators to offer the user experience and resource efficiency benefits of provisioning at point of sale without the retailer or subscriber self-service infrastructure costs. The solution allows eSIMs and SIMs to be activated when the phone is first switched on and used. The only interaction subscribers have with the wireless operator is via the handset in the palm of their hand.

DSA enables operators to sell any product in any channel, with unprecedented scope for personalization at the point of first use, and greater engagement with existing customers to help reduce churn. At the same time, DSA improves efficiency in resource utilization and saves significant cost across the network and supply chains. Operators using DSA can address their market in a different way – competing through differentiation and driving revenues up, instead of competing on price and driving them down.

Evolving's Sales and Dealer Management Solutions enable operators to create a mobile distributor network quickly and without worrying about SIM distribution logistics, securing unlimited inventory, offering premium number choices, real-time KYC, commission credits, sales management or unlimited innovative marketing offers.

eSIM/SIM Lifecycle Management

Evolving Systems' eSIM and SIM lifecycle management solution help with service activation and verification (using the company's Tertio solution); complex distribution logistics; regulatory compliance; inventory and expirations management and the tedious work that is involved with eliminating recycling and reducing wastage of SIMs and MSISDNs.

Evolving Systems' offers a scalable and fully automated system that enables operators to reliably and efficiently manage their telephone numbers and associated resources i.e., eSIMs and SIMs, MSISDNs, IMSIs, ICCIDs as well as other communication identifiers such as URLs and email addresses.

The solution focuses on the automation of all number resources, which enables operators to adhere to regulatory requirements and effectively manage the lifecycle of telephone numbers, as well as benefit from time savings and a reduction in costs.

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