



LETTER OF REFERENCE

Though the idea of treating WIFI hotspots for advertising is not new, SOCIFI has developed an amazingly simple and easy to configure low cost platform for both infrastructure owners as well as advertisers. There is substantial opportunities for us to add services, increase loyalty, value and revenue that we are very excited about the potential across our 3G/LTE operators base across the MEA region, malls, airports, and WIFI network owners.

With the advertising consolidation engine at one side and the effective use of technology to identify the right audience to deliver the advertisement at the other, the SOCIFI platform assures revenues for both sides from the first day of roll-out. This undoubtedly is a unique feature which is going to attract a lot of customers to adapt the system, from the large-scale operator to the small coffee shop around the corner.

From our first few months of engaging network operators, ISP's network owners and mall owners we are seeing a great deal of interest to sign up to the SOCIFI platform and supporting the services GEMA MEA provides. Even more encouraging is the speed of trial approvals and contract discussions we are seeing versus other offerings. SOCIFI work on beacons is also one of the highest levels of interests from our retail customers.

I personally see great potential in the SOCIFI product with a substantial market ready for the service and SOCIFI understanding its requirements. SOCIFI has highly motivated and technology strong professionals that really work in the spirit GEMA MEA wants from its partners. As a result, we are allocating serious resources and effort in making this a long-term success for both our organizations.

Best regards



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