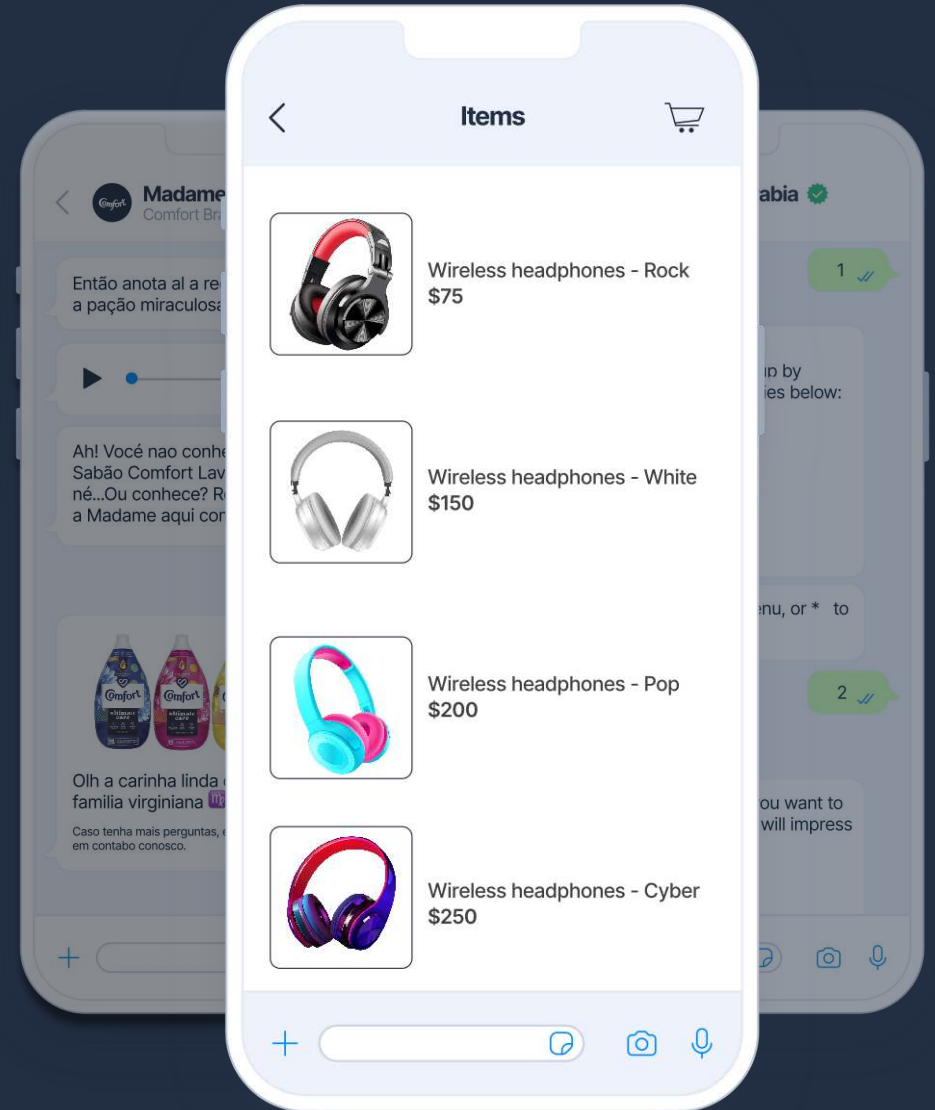




About Infobip & Peerless

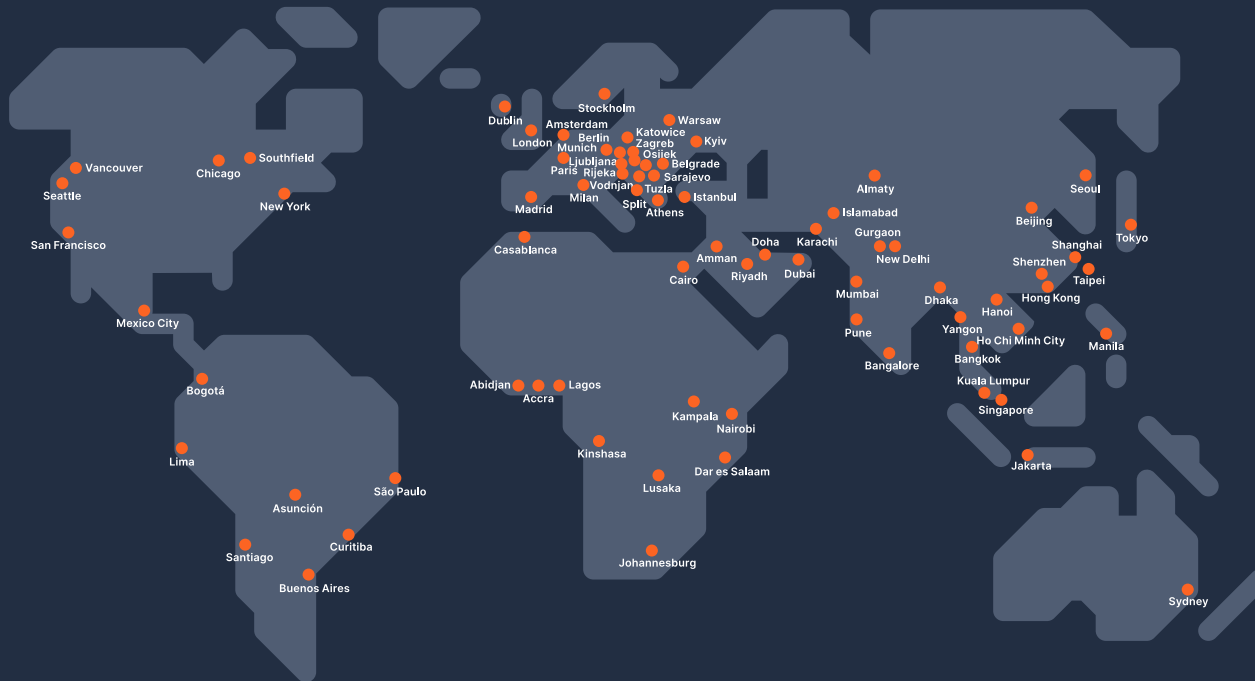


#1 Global Cloud Communications Platform

One Platform. All Channels. For Developers & Businesses.



GLOBAL FOOTPRINT



STELLAR GLOBAL CLIENT BASE



Uber



Bolt



yotpo.



50+

Integration Partners

Extensive Marketplace

75+

Offices on 6 continents

Global reach >190 countries

3.6K+

Employees globally

Global presence, local reach

40+

Data Centers globally

Scalable infrastructure

800+

Direct operator connections

Largest global MNO network

37 Bn+

Monthly interactions

Infrastructure to handle vast volume

80k+

Black Friday Record

Transactions per Second.

2.36 Bn+

Interactions in one day on Black Friday

#wearejuststarting

Present on every market



Running the most powerful platform in the world



Points of presence

- 20+ entry points worldwide to the Infobip platform
- Including 40+ data centers all over the world



Recognized by industry leaders



**Gartner
Market Guide
for CPaaS
2022**
Representative
Vendor



**IDC
Marketscape
2023**
CPaaS Leader



**Omdia
Universe
2022**
CPaaS Leader



**Juniper
Research
2022**
CCaaS
Leader
















Full stack. Differentiated proposition.



BUYER	L5: Marketplace Dual sided marketplace, for developers, SIs, ISVs and customers to publish and consume applications built on the platform.	Application extensions and add-ons for Infobip products, as well as integrations between Infobip and other software applications.					PRICING MODEL	TOOLS & UTILITIES
Business User Solutions	L4: Software Applications Sets of low-code horizontal applications, that help with a particular use case.	People CDP Customer Data Platform (CDP)	Moments Omnichannel Customer Engagement Solution	Answers Omnichannel Chatbot Building Platform	Conversations Omnichannel Cloud Contact Center Solution	Metered on a single software metric, and across channel and infrastructure consumption. Committed use discounts.	Insights Monitoring Provisioning	
	L3: Building Blocks Sets of APIs, designed around a particular use case that orchestrate multiple programmable channel functions.	People API A set of APIs that enables developers to build their own customer data platform.	Notifications A set of APIs that enable developers to build multichannel notification experiences.	Identification Verification A set of APIs that enables developers to perform identity proofing, onboard and authenticate the users	Number Masking A set of APIs that enables developers to moderate communication across the both sides of the marketplace.			Conversations API A set of APIs that enables developers to build a modular contact center, based on conversational experiences.
Developer Solutions	L2: Prog. Channels Simple APIs sets, designed around consuming a single channel or a function from the network layer.	Messaging A set of APIs that enables developers to communicate with customers over various communication channels, such as SMS, RCS, Chat Apps, Push & Social.	Voice A set of APIs that enables developers to add calling functionalities to their applications, such as text to speech, IVR, recording, answering machine detection.	Video A set of APIs that enable developers to add video functionalities to their applications, such as one to one, conferencing, recording.	Email A set of APIs that enable developers to add email to their applications.	Authentication A set of APIs that enables developers to authenticate their users in a secure and frictionless way, such as Silent Mobile Verification.	Metered by network or channel consumption, i.e., voice minutes, messages volumes, etc. Committed use discounts.	Interfaces & Data Lift SDK / IDE mGate
	L1: Network Interfaces that provide low level protocol access for channel and service access for a particular function or an inventory.	Numbers An inventory of short and long numbering codes across more than 50 countries, available on demand for the customers.	Number Lookup A service based that provides information on porting, validity and roaming aspects of a particular number.	Email Validation A service that provides information on validity, syntax and type of the email address.	Number Intelligence A service that provides additional number intelligence to support identity verification & fraud detection, such as SIM Swap, Tenure, Recycle.	Connect A set of low-level industry standard protocols available to customers to interconnect with the stack (SIP, SMPP, Enum..)		
Telco Solutions	L0: Infrastructure Telco core products, deployed on prem or delivered from cloud for Telecoms.	Anam Protect Omni-channel Firewall that protects MNOs from A2P revenue leakage and Fraud across all relevant MNO channels.	Anam SMSC A2P & P2P SMS center, that stores, forwards, converts and delivers SMS messages within the telecommunication network.	Anam Hub A2P & P2P messaging hub for MNOs and MNO groups, that provides SMS interconnectivity and a single point of entry for their partners and brands.	Anam Identity Identity GW, that enables MNOs to provide Mobile Identity services to their partners and brands (Authentication, Number Intelligence).	Managed service or vendor model.	Analytics Discover	
Vertical Compliances Provides the ability to work with regulated customers.								



Shape an omnichannel solution to engage customers at every stage of their user journey

 WhatsApp	 Viber Business Messages	 Viber Bots	 Messenger	 LINE
 Google Business Messages	 Apple Messages for Business	 KakaoTalk	 Instagram	 Twitter
 Live Chat	 SMS	 RCS	 Calls	 Video



Easy to use platform no matter the existing IT ecosystem.

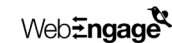
FINANCE & IT

RETAIL
(E-COMMERCE)

CHATBOT &
COMMUNICATION

CRM

MARKETING

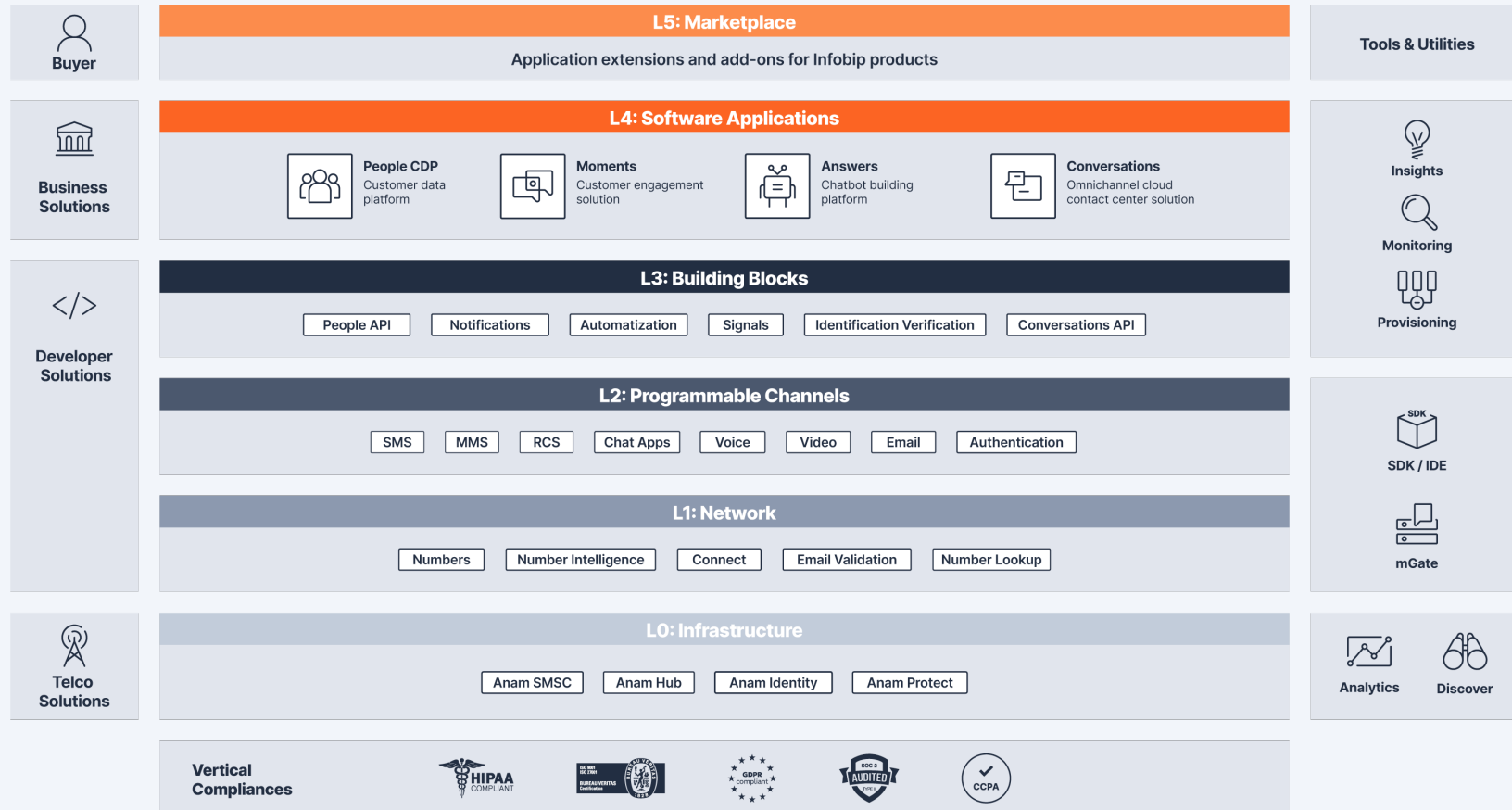


INTEGRATIONS

FIND OUT MORE!



How do we compare



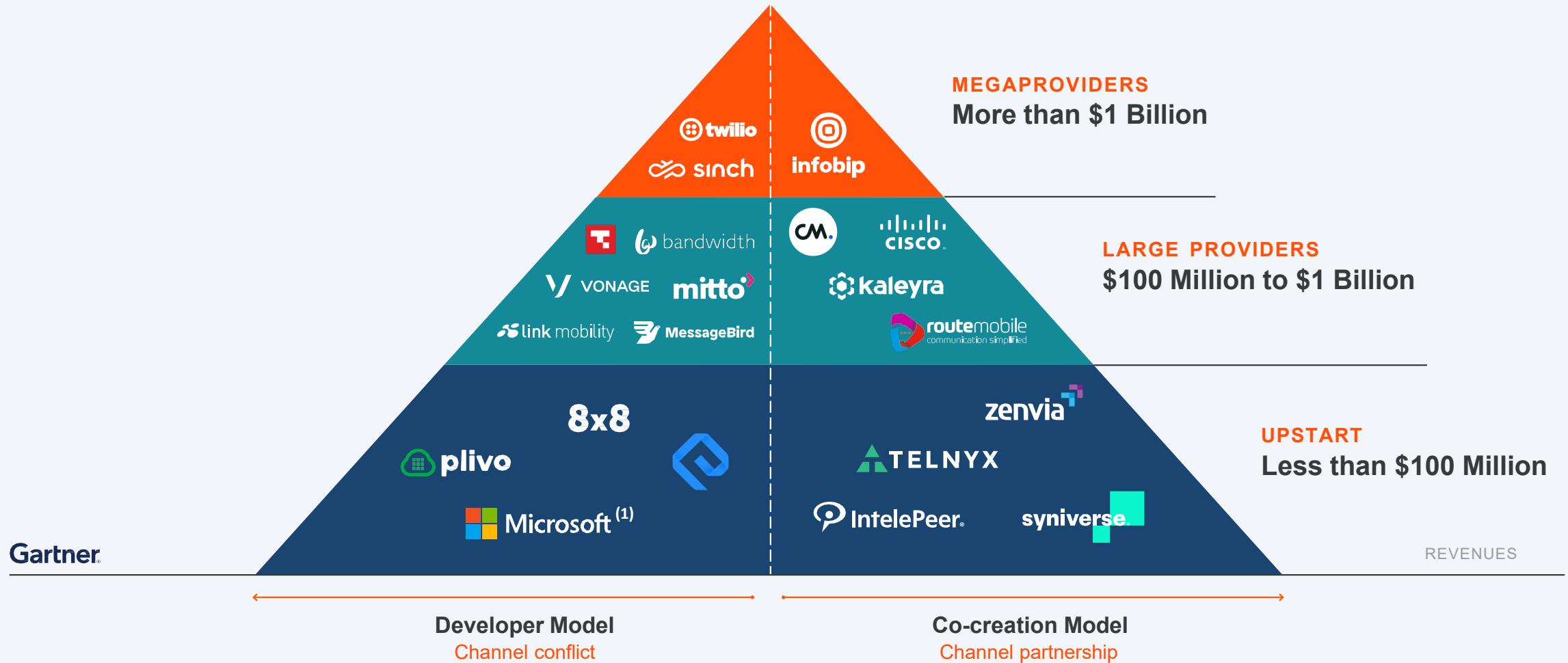
Main competitors

Infobip's coverage

N/A



Co-creation is in our DNA



Source: Gartner (November 2021)

Notes: (1) Gartner estimate based on launch in April 2021