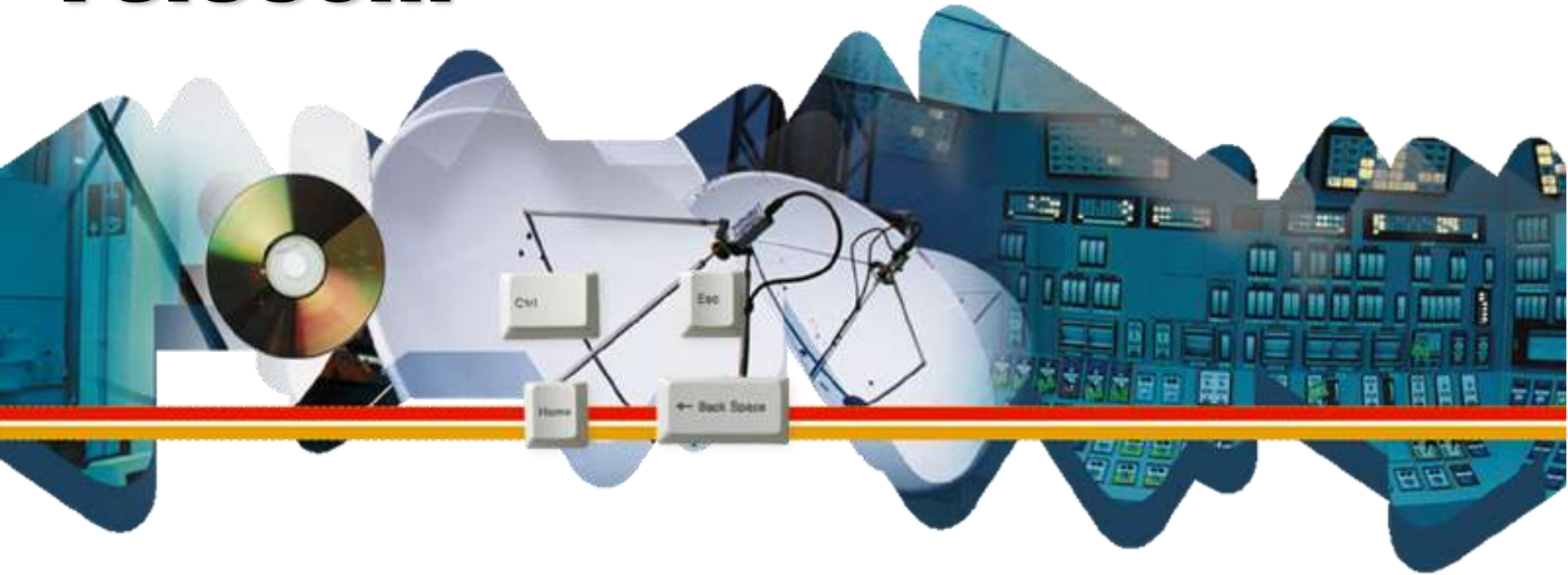


Freecom VoIP Mobile Community Telecom





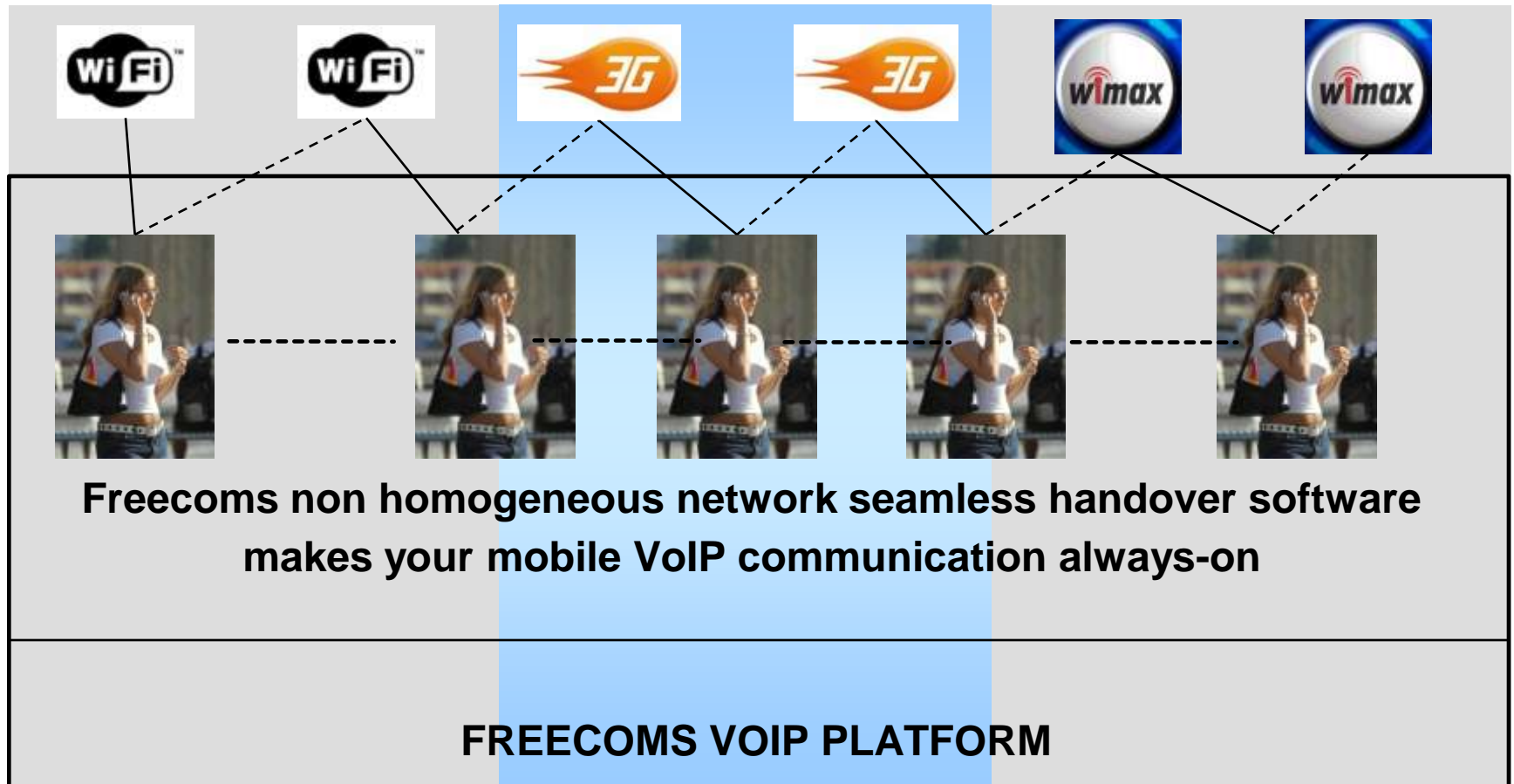
Multiservice Mobile VoIP Community

- ◆ **Powerful multiservice package:**
 - ◆ **Home and Mobile VoIP communication.**
 - ◆ **Business and Private WEB Portal community services with cool second life style interface.**
 - ◆ **Home and Mobile IPTV.**
 - ◆ **SMS and/or IM messaging.**
 - ◆ **Freecom is COST EFFECTIVE.**



Home and Mobile VoIP communication

- ◆ **Fully converged Fixed and Mobile VoIP network**
 - ◆ **One telephone number for your home and your FreecomS mobile phone.**
 - ◆ **Allways on VoIP communication via 3G data network, wifi and wimax.**
 - ◆ **Automatic seamless handover between 3G, wifi and wimax network automatically managed by FreecomS**
 - ◆ **Real time Text (IM) and/or Video chat.**



Freecoms provides an Always on Fixed and Mobile VoIP network



Business and Private WEB Portal community

- ◆ **Freecom multiservice WEB Portal:**
 - ◆ **A powerful multimedia and multiservice virtual space where people and companies meet each other. Available on the WEB and on your Freecom mobile phone.**
 - ◆ **The best way to dramatically increase business opportunities and save infrastructure costs.**
 - ◆ **Easy to meet new friends and keep yourself always updated.**



FREECOM PRIVATE PEOPLE MAIN LOBBY





What do you like to do today ?





FREECOM BUSINESS MAIN LOBBY





Business like never before



**YOUR COMPANY
IPTV CHANNEL
AND BUSINESS NEWS**



ONLINE MEETINGS

ONLINE JOB INTERVIEW



**FREECOMS
LIVE STOCK MARKETS**

BUSINESS NEWSPAPERS



ONLINE CONFERENCE



Business like never before





Private – Business interaction

PEOPLE

COMPANIES

Online purchase



Online sales



COMMUNITY

Watch TV via IPTV

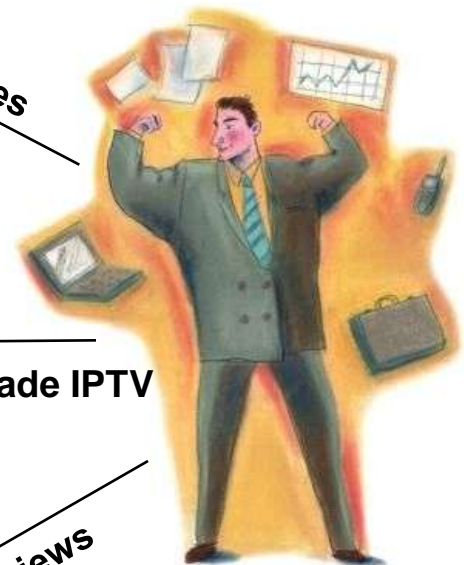


Custom made IPTV channels

Online CV



Online interviews to candidates





Home and Mobile IPTV

- ◆ **Huge choice of traditional and WEB TV channels:**
 - ◆ **You can watch TV at home on your PC or TV-Set**
 - ◆ **You can watch TV on your FreecomS mobile phone.**
 - ◆ **FreecomS can optionally create custom IPTV channels for those companies which wishes to advertise their products and/or services on TV to FreecomS community.**
 - ◆ **To watch the TV costs nothing as it is part of the flat rate package offered by FreecomS.**



Home and Mobile IPTV

- ◆ **Huge choice of traditional and WEB TV channels:**
 - ◆ **On Freecom WEB TV all the Estonian channels are available, as well as European most famous TV channels.**
 - ◆ **TV is accesible via Phone, PC and TV-Set connected to a digital set-top-box supplied by Freecom.**



SMS and/or IM messaging

- ◆ **A totally new way to communicate:**
 - ◆ **Freecoms Customers use their Freecoms mobile phone to send old style SMS messages to anyone or...**
 - ◆ **They can use a more modern way to communicate: online-live chatting via IM (Instant Messaging), just like you do on your PC with traditional messaging programs, to and from all the other Freecoms users.**



SMS and/or IM messaging

- ◆ **A totally new way to communicate:**
 - ◆ **In addition to online IM messaging, when your Freecom mobile phone is connected via wifi or, in the future via wimax, you can also activate the cool video chat (the equivalent of 3G video with a small difference: it is free of charge !!!).**



Advantages of Instant Messages: sometimes faster is better

SMS



I like you so much

Sorry guy...too late



I like you so much

ME TOO !!!

IM





Advantages of Freecom video chat vs 3G video calls ???

Freecom user



VERY EASY
TO
UNDERSTAND
!!!

3G user





Freecoms is COST EFFECTIVE

- ◆ **Freecoms gives a better service almost for free...and in the future it will be completely free. How?**
 - ◆ **The main target of Freecoms will be at the very beginning to create a big base of users offering them premium quality services for a very small price.**
 - ◆ **Step by step, due to the increasing number of users, Freecoms will become more and more interesting to the companies which wants to place their advertising campaigns on Freecoms portal services like IPTV, Virtual environments given by the second life style interface etc.**
 - ◆ **Once the number of collected advertising contracts will reach the critical mass , it will be virtually possible for Freecoms to offer its services to private people completely for free !!!**



Freecoms is COST EFFECTIVE

- ◆ A completely different approach . The differences between Freecoms and the others:
 - ◆ Incumbent operators waits the Customers at their shops and push them to sign a paper (the contract) to get the chance of communicating via a phone.
 - ◆ Freecoms services can be activated by the users in a very comfortable way, sitting at home by simply using a personal computer or calling a dedicated call center. If the users like to move they can also go to activate Freecoms services at the cashier of the commercial centers or gas stations of kiosks available on the streets.



Freecom is COST EFFECTIVE

- ♦ To access the service of the incumbent operators a user must buy a telephone.
- ♦ **Freecom in its activation package will give a free telephone inclusive of Freecom SIM card and activation instructions and send it for free at the place indicated by the user within 24 hours. If the user cannot wait 24 hours, he can also get the activation package at the cashier of the commercial centers or gas stations of kiosks available on the streets.**



Freecom is COST EFFECTIVE

- ◆ **Once the user has signed a contract with the incumbent operator, that do not indicate the expiry date, has been pushed to buy a telephone, will have the great chance to make phone calls and each one of them will have to be paid at different tariffs depending where the calls are made. THANKS SO MUCH...**
- ◆ **Freecom service is activated online by the users without signing anything. The expiry date is one year from the activation and if the Customer will be happy he will be able to renew the service online at the end of first year.**



Freecom is COST EFFECTIVE

- ♦ **Freecom service is not simply the chance of making telephone calls but much, much more. The Freecom users have full access to an entire world of online services available through the Freecom WEB Portal, including watch TV, listen to radio, watch movies, read newspapers, find new friends, chatting and video chatting, find a job online, play online games and buy what he needs online in the Freecom virtual shops. All that can be done through the Freecom mobile phone or via PC. All of that is included in the Freecom package. Isn't that fantastic?**



Freecom is COST EFFECTIVE

- ♦ **ALL RIGHT ALL THAT IS GREAT...BUT WHAT ABOUT THE COST ?**
 - **Well, like all the companies also Freecom needs to make profit, but Freecom profit will be based on volumes so we will keep the margin of profit on the single Customer extremely low.**
 - **In simple words the monthly cost for Freecom services will be a flat rate of 400 EEK (25,6 EURO) inclusive of all the WEB Portal services and inclusive of all the telephone calls the user will make to other Freecom users and virtually also all the calls made to other operators users in Estonia or abroad with very few limitations.**



Freecoms is COST EFFECTIVE

- **Ok Freecoms costs 400 EEK per month and gives you a lot more.**
- **The average bill of an incumbent operator goes from 400 EEK to 600 EEK per month for a normal user and better not to say how much for a business man. This costs, remember, are all for the only service the incumbent offer: to make phone calls. Very poor service for such money. Don't you think so ???**



Freecoms is COST EFFECTIVE

- **Let's make some simple math operations to understand better:**

Traditional services (different suppliers)

Telephone (3G)	3000EEK
Telephone calls in Estonia	400EEK
Telephone calls abroad (ohhhh)	400EEK
Digital TV or similar	200EEK
Watch on demand movies (based on 4 movies a month)	120EEK
Professional CV published	200EEK
Fuel to go to buy in com. Centers	300EEK
Play online games	100EEK
Subscription to dating sites	100EEK

TOTAL PER MONTH 4820EEK

Freecoms services 400EEK

Telephone (3G, wifi, wimax)	Included
Telephone calls in Estonia	Included
Telephone calls abroad	Included
WEB Digital TV	Included
Watch on demand movies (based on 4 movies a month)	100EEK
Professional CV published	Included
NO fuel. Online virtual shops	0EEK
Play online games	Included
Community text and video chat	Included

TOTAL PER MONTH 500EEK

Difference 1st month – 4320 EEK
Difference other months – 1320 EEK

WOW



Freecom is COST EFFECTIVE

- **What about advantages to the companies ?**
 - **Hard to say exactly but further to the even higher cost savings for the telephone calls (an employee can easily spend more than 1000 EEK per month, while with Freecom is anyway 400 EEK) there is to take into account the enormous amount of money which can be saved on business trips, rent of offices etc by using the Freecom virtual business meeting rooms and conference rooms.**



Freecoms is COST EFFECTIVE

- **What about advantages to the companies ?**
 - Furthermore if a company needs to find candidates to employ, it is possible to read the CVs available in Freecoms jobs room and eventually interview online in videochat the selected candidates. In this way a lot of costs due to expensive job agencies and offices to meet the candidates can be saved.



Freecom is COST EFFECTIVE

- **What about advantages to the companies ?**
 - **Infrastructure costs due to rent of spaces for trainings can be saved thanks to Freecom virtual meeting rooms.**
 - **Thanks to the availability of business TV channels and Business newspapers, the managers can always keep themselves updated without the need of buying any additional material.**



Freecom is COST EFFECTIVE

- **What about advantages to the companies ?**
 - **If a company has branches abroad, Freecom can give to those branches Estonian VoIP numbers in such a way to let them be connected to Freecom community network via internet for FREE.**
 - **At the same time Freecom can give foreign numbers to the Estonian branches of foreign companies in such a way to permit to the mother company abroad to call at local rates.**



Freecoms is COST EFFECTIVE

- **Companies can dramatically increase their business:**
 - **Companies can place their advertisements in the Freecoms virtual rooms and on the main receptions. The potential number of visitors, as you can imagine, will be extremely high.**
 - **Companies can sell their goods in suitable customized virtual shops.**



Freecoms is COST EFFECTIVE

- **Companies can dramatically increase their business:**
 - **In the business section of Freecoms community the companies can meet, share their experiences and expand their business contacts**
 - **Freecoms will soon open its services in other European countries, so the quantity of companies to meet in the Freecoms portal will be huger and international.**



FREECOMS

New Generation Telecom



SO WHAT ARE YOU WAITING FOR ?



ENTER THE FREECOMS COMMUNITY



FREECOMS

New Generation Telecom



BUSINESS MODEL



Advertising contracts to cover telephone costs

- **The main target of Freecoms is to step-by-step reduce to zero the bills of its Customers.**
 - **The main goal for Freecoms revenues is to collect as many advertising campaign for companies and individuals as possible. In that way, it will be step-by-step possible to cover completely the bills expenses due to Freecoms users customers. The delta AD-Contracts – Customers Bill= Freecoms income.**



Freecoms users are also Freecoms agents

- **Every single Freecoms users is a potential Freecoms agent**
 - **Every Freecoms users pays at the beginning of its contract a flat rate of about 500 EEK per month and has in exchange a virtually unlimited number of national and international calls.**



Freecom users are also Freecom agents

- **Every single Freecom user is a potential Freecom agent**
 - **If a Freecom user suggest a company or an individual which is willing to pay an advertising campaign of at least 1000 EEK per month for totally 2 years and if the contract is finalized by Freecom official agents, the Freecom user receive immediately in exchange a two years free telephone traffic for up to 500EEK per month. If let's say 20.000 users, brings to Freecom at least one customer, the income for Freecom will be 6000EEKx20.000 users= 120 MLN EEK per year !!! Of course the Freecom user and the Freecom advertising customer can be the same person.**



Freecom official agents

- **Freecom official agents scope of work**
 - **Freecom official agents can propose the same business model to companies and public administration. If the company is willing to pay the double of the basic contract, it can get in exchange a total amount of free traffic equal to the basic contract and get an advertisement campaign on Freecom Portal.**



Freecom official agents

- **Freecom official agents scope of work**
 - **If a company or public administration is willing to advertise only, just because Freecom portal will have an enormous number of daily visitors, the contract might have the same value and half of it can be used to give free of charge traffic to selected Freecom users. In this case, we can indicate on the portal that thanks to the company ZZZ, xx number of Freecom users has been awarded with a free of charge traffic of 500 EEK/month for 2 years.**



Freecoms – Users and Provider relations

- With the proposed business model, the users can potentially receive up to 500 EEK of free traffic per month. If the monthly traffic exceed the 500EEK, the user has to recharge his account. If at the end of the month, the user do not use entirely the 500 EEK of free traffic, the remaining is lost, but Freecoms pays to the VoIP operator only the used traffic, keeping to itself the unused one as additional profit.**



The WEB portal is the real value of Freecoms

- **If the business model is understood clearly, anyone can understand that the real asset of Freecoms will be its web-portal because:**
 - **Through the applied business model, the number of visitors, which is equal at least to the number of users, will dramatically and rapidly grow.**
 - **More users Freecoms will have and more visitors will be available on the web-portal which will be automatically considered by the advertising point of view an excellent media.**



Freecom portal potential value

- **About one year ago, Microsoft offered 45 BLN USD to buy out Yahoo.**
 - **The total number of internet users worldwide is around 1.5 billions. Around 25% of all the users visits Yahoo pages daily. That is equivalent to 375 MLN visits per day.**
 - **In other words, Microsoft offered 120 USD per each of the 375 MLN users visiting Yahoo every day.**
 - **If Freecom will reach let's say around one million visits per day (which is a very reasonable number if we will operate in three or four countries), the value of the portal can be 120 MLN USD !!!**
 - **The offer of Microsoft has been rejected by Yahoo !!!**