

Trevor Healy, Chairman Jajah

JAJAH PRESENTATION



**Investor
Conference**

London, 13 - 14 April 2011



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Agenda

Aim to answer the following key questions in the presentation:

➔ What is Jajah and why did Telefónica acquire?

➔ How have we done to-date?

➔ What we plan to do and where we are going?

What is Jajah?

The screenshot shows the Jajah website interface. At the top left is the logo "jajah FREE.YOUR.VOICE" with a small orange bird icon above the "j". To the right of the logo is a language dropdown menu set to "English". Below the logo are links for "register now" and "log in". A purple banner contains the text "Try JAJAH now! No costs, no catch, privacy guaranteed." followed by a link to "view demo". The main form area is titled "Enter your phone number:" and contains a dropdown menu for "Country" (set to "United States"), a field for "+1" (country code), and a field for "Area code and phone number". Below this is another section titled "Enter your friend's phone number:" with a dropdown menu for "Country" (set to "United States & Canada"), a field for "+1", and a field for "Area code and phone number". A green button with a phone icon and the text "CALL" is prominently displayed, with the number "3" in a blue circle to its left. Above the button is the text "Click here to connect". Below the form, a purple banner reads "Your phone will ring - your friend's phone will ring - start talking!". To the left of this banner are three bullet points: "No software, no headset, no hassle. Learn [how it works ...](#)", "Simply use the phone you have. No need for a new number or contract.", and "Join JAJAH, [register now ...](#)". To the right of these points is a blue stamp that says "NEW: FREE PHONE-TO-PHONE CALLS BETWEEN JAJAH USERS!". At the bottom of the page, there is a footer with links for "Products & Tools", "News", "Community", "Rates", "Help", and "About", and a copyright notice "© 2006 JAJAH Inc.".

Allows users to make IP calls

Works on landline and mobile

No hardware or software download

Works globally

No headset required

Paid Model

Jajah expanded to be a complete platform



Billing and Payments

Fraud and Security

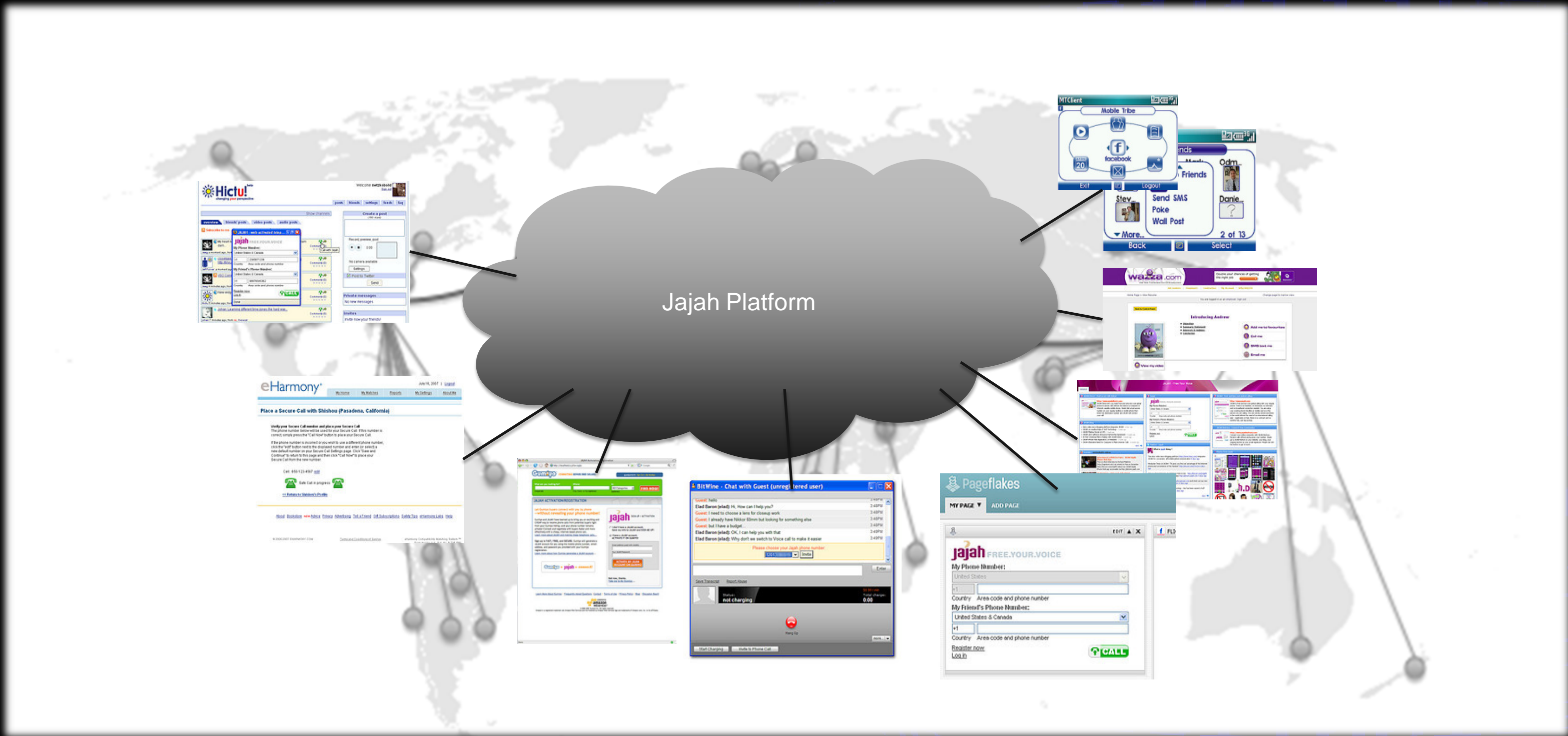
Global Connectivity

Supports Internet Portals

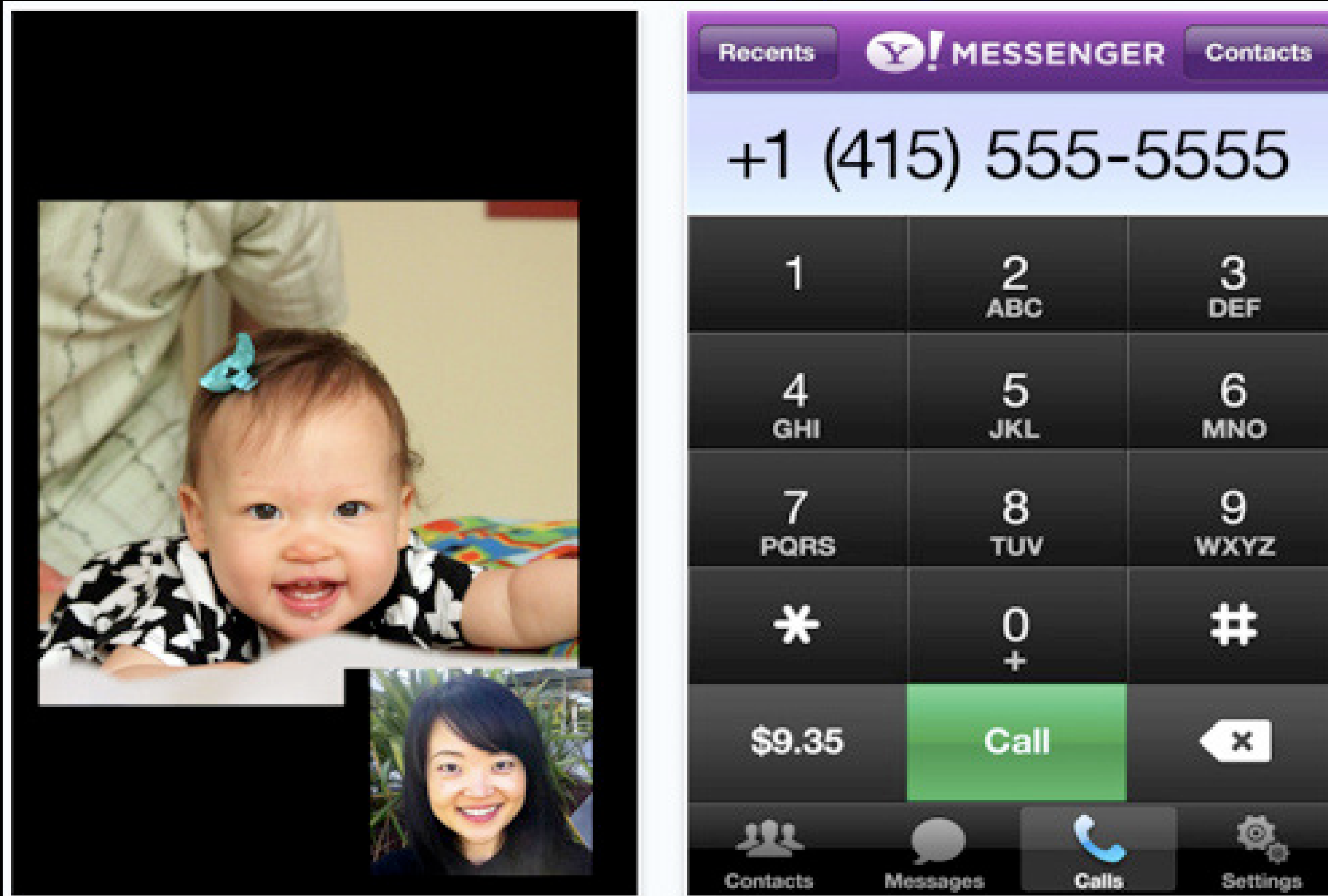
Supports mobile, web, pc, set top

Scales - 100's millions of minutes

Platform approach led to Jajah as a standard



Large companies adopted Jajah



Why did Telefónica acquire Jajah?



Deliver new products to Telefónica OB's

Be Bold!



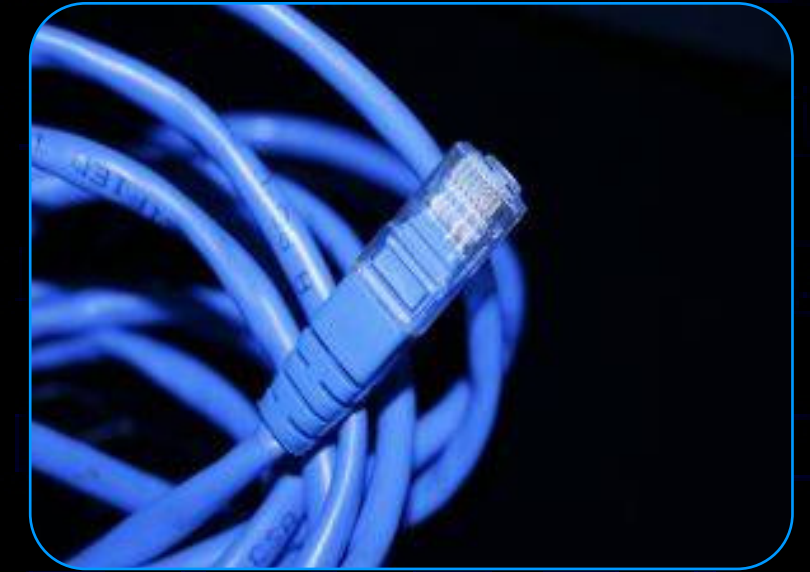
Leverage Jajah Core platform and Partners

Be Challengers!



Be an innovation hub for new product develop

Be Entrepreneurs!



Leverage people and r&d expertise in Israel and Silicon Valley

Be Different!

Status: Deliver new products to OB's

NEW: Global Friends for O₂

O₂

TO THE ENDS OF THE EARTH FOR 15 CENTS

Call up to 5 foreign numbers for just 15 cents/minute – even from mobile phone to mobile phone.*

With over 60 countries to choose from

See website for details.

3 Products Launched

US \$100m+ run rate of revenue, very healthy margin

Great new customer experience

Avg. 15 € cents per minute

Superb quality over IP from mobile

New rollout across TEF footprint

➔ Rollout in Telefónica
Latinoamérica in 2011

➔ New calling card product in UK
end April



➔ Phone a Friend launch in
Germany



➔ T. Mex launch with same
product as T. O2 UK and DE



➔ T. Spain production launch in
June

Status: Leverage Jajah Core and Partners

Microsoft Chooses Jajah and Telefónica to power Microsoft global SME product Lync!

➔ Microsoft brings hosted Office platform for SME's

➔ Telefónica brings over 15 million SME customers globally on best in class network

➔ Jajah brings core technology platform and know-how

“We knew Jajah had the platform, but after Telefónica acquired Jajah – we were then comfortable that company now had the backing for a project of this scale” Microsoft Executive



Innovation: Facebook & Twitter Beta's on Jajah

Early stage innovation for social networks



Access to millions users

Open to Jajah users for now

No download required

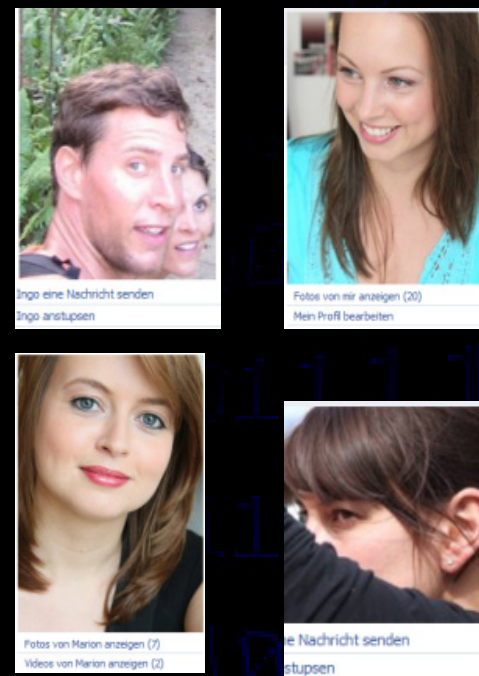
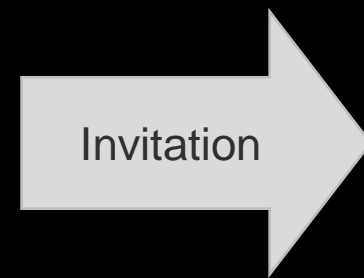
Global and simple

@ call @ user

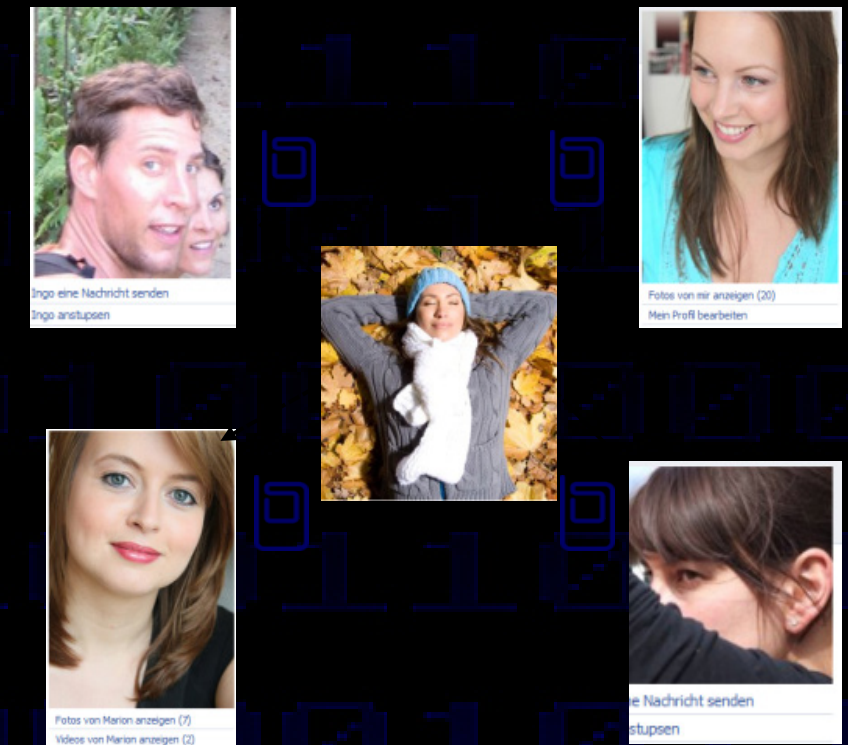
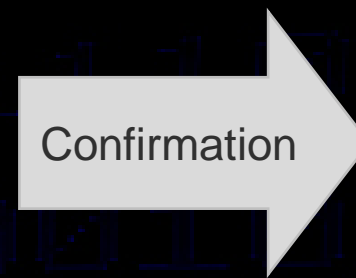
Why?: Moves more calls onto Jajah/Telefónica networks



Anna selects friends and invites them to join her



Her selected friends receive the invitation



Anna gets flat calls to all friends who confirm her invitation

Innovation: Where do we go from here?

content + commerce + communications

$C^3 =$

Telefónica global customer base

“Jajah will help Telefónica lead into the digital age”...

- 3 new products in year 1
- New products just launched
- Lots in the pipeline

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Jajah Presentation – Thank You

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