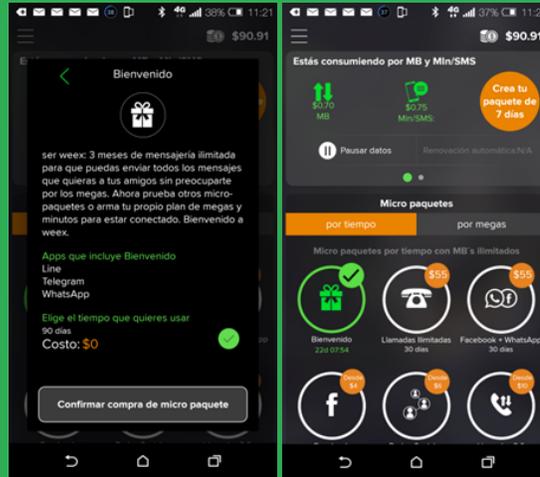


CUSTOMER SUCCESS STORY

I-New Enables weex to Share a Data Plan



weex and Coca-Cola sponsor free data usage for customers

Enabling sponsored data is a great way for operators to stand out from the competition and create win-win scenarios for advertisers and customers. When a new customer signs up with weex, they receive 3 free months of WhatsApp, Line, and Telegram. Coca-Cola also provides free access to the FM Coke and Sprite apps for 30 minutes a day.

Behind the Scenes

I-New's MVNO-in-a-Box and Sandvine's online charging and policy enforcement capabilities power the weex platform.

By utilizing the weex app, customers have the freedom to browse and purchase multiple micro-packages of data.

Together, I-New and Sandvine enable weex to offer both customizable micro-plans and innovative sponsored data promotions.

Everyone Wins

weex is attracting new customers by providing 3 free months of data usage for WhatsApp, Line, and Telegram.

Coca-Cola is also sponsoring 30 minutes of data per day for the FM Coke and Sprite apps.

Sponsored data offerings enable MVNOs like weex to stand out from the competition, introduce data to cost-conscious customers, and help advertisers reach their target market.

Unique Agility

"Sandvine's unique ability to enable a network for application-, subscriber or device-specific service plans is a great fit with I-New's MVNO-in-a-Box capabilities. Together with Sandvine, we can help MVNOs quickly gain a competitive edge in crowded marketplaces."

- Herbert Reinisch
VP Marketing & Corporate Communications

About COMPANY

I-New is one of the leading global providers for MVNOs through developing, implementing, and executing complete MVNO technologies for clients around the world, including a unique 4-step MVNO process: Business Planning, Product Collection, Execution Services, and Operation Services.



Your network should be the best. Visit www.sandvine.com