



SIMTEX

**Keeping Travellers connected
Anywhere**

March 2024

 **SIMTEX**

Business are paying A LOT on global roaming

“Wast” of £2.4bn on business trip mobile connectivity.

65.1 million international business trips, with an average spend on of £73.91

The Problem

Local SIM card - **Inconvenient & requires KYC.**

WIFI - **Lack of availability.**

Current connectivity soltuon are borken

Health secretary Michael Matheson
racked up £7k data fee in one day

16 November 2023
By Angus Cochran, BBC Scotland News

Share



Health Secretary Michael Matheson

TM Photo



Who we are

Keeping Travellers Connected Anywhere.

Simtex, founded in 2019 , is a B2B technology provider that has disrupted the eSIM market. Our core mission is to revolutionise the travel tech industry by offering an innovative eSIM distribution system that empowers travel companies and significantly boosts their revenue.



What is an eSIM

An embedded SIM, or eSIM, is a chip that is incorporated into a device during the manufacturing process.

It's a digital SIM card that allow you to connect to multiple networks.

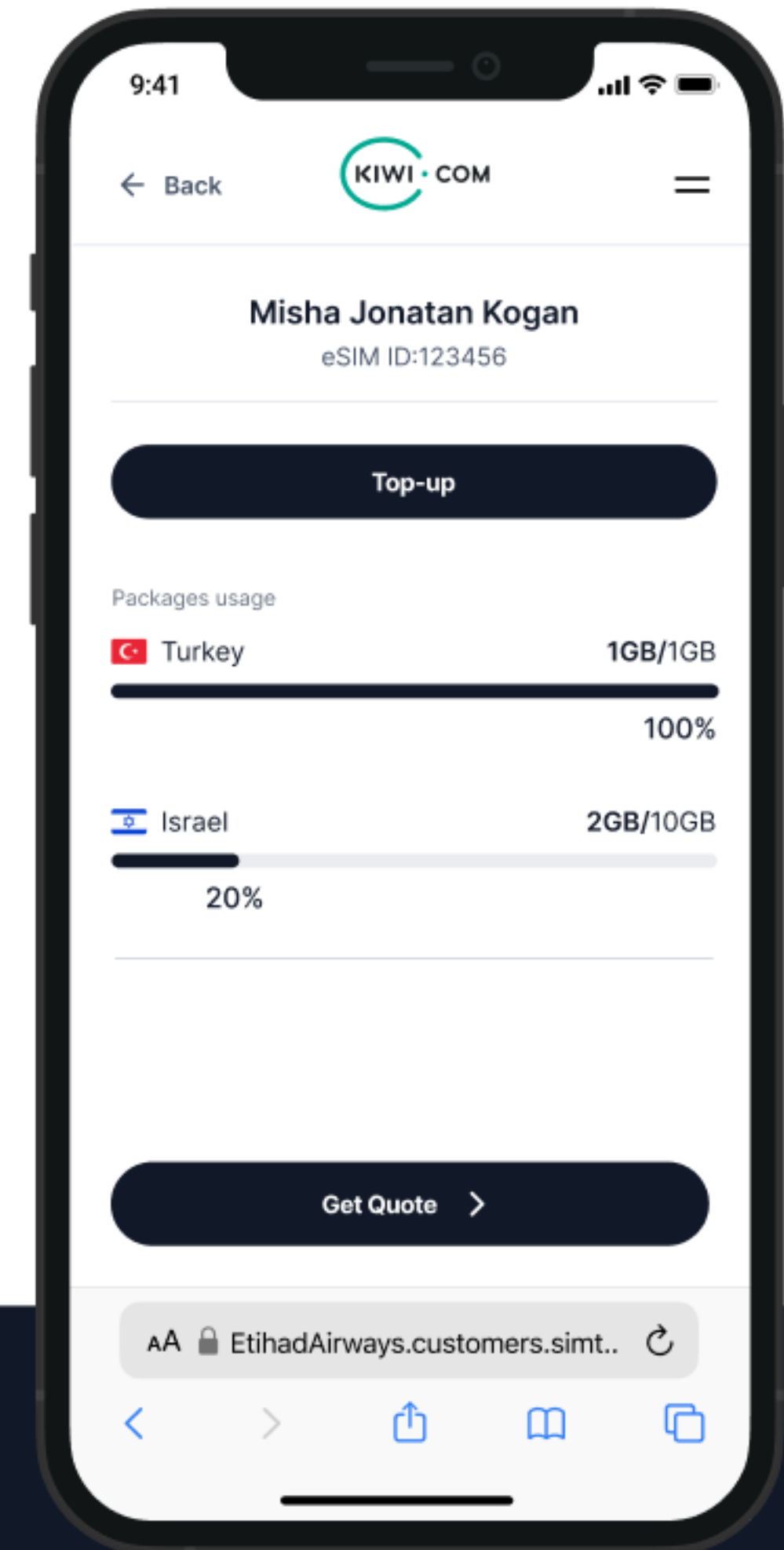
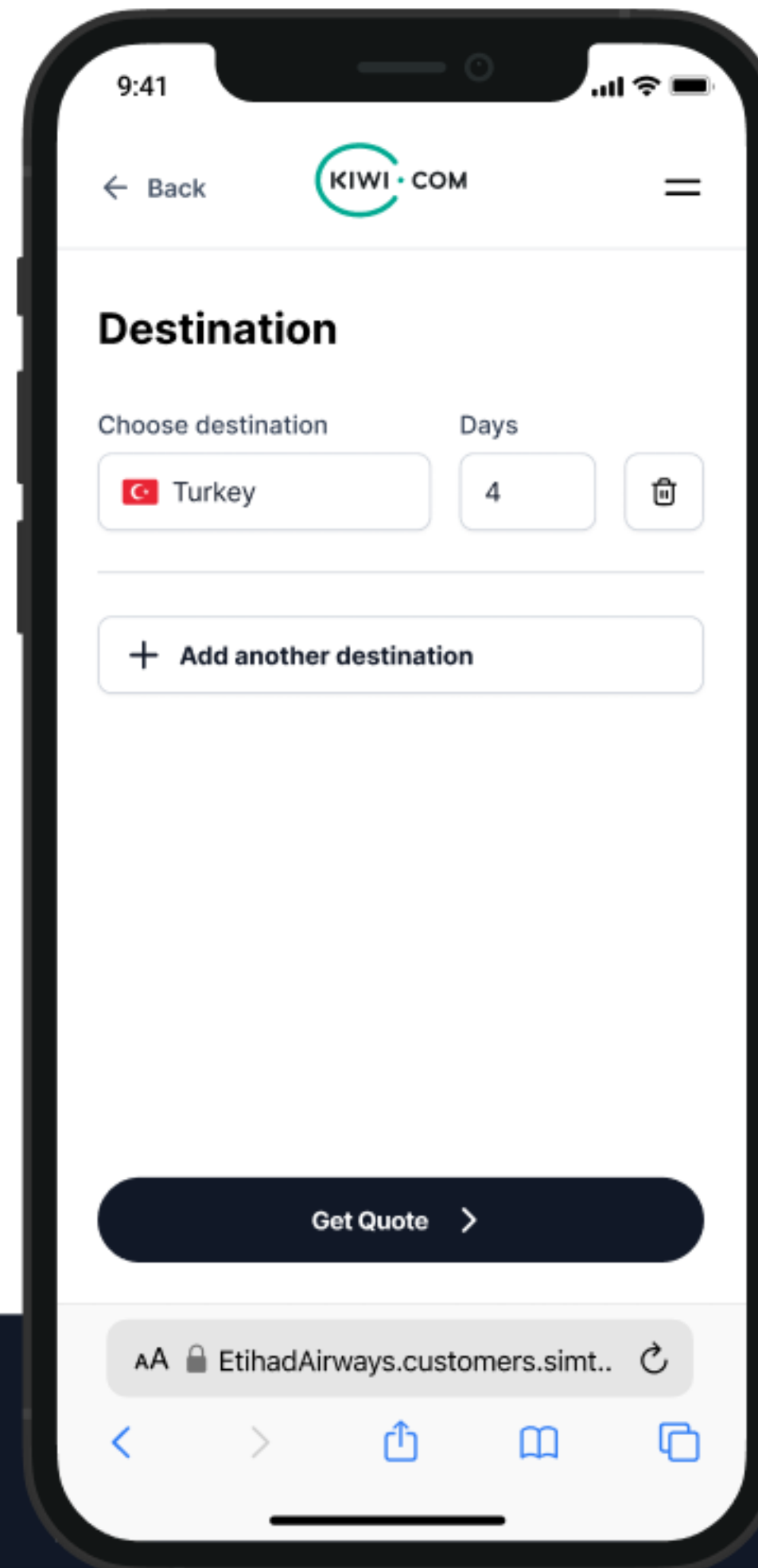
Simtex established partnerships with over 600 global leading Mobile Network Operators to enable easy and cheap roaming data across 173 destinations.



What we offer

Simtex stands out by offering bespoke eSIM packages based on the traveller's *actual* itinerary.

Our personalised, customisable eSIM packages adapt to each traveller's distinct needs.





| Value Proposition

For the Business



Simtex is on **AVG 60% cheaper** than current roaming option.

USA

Cost are based on 7 days of 20 mins of calls, 10 texts and 1GB of data usage per day. Call/text charges are for calls/texts to UK.

Total: £42	Total: £10
Data: £0	Data: £0
Texts: £0	Texts: £0
Calls: £0	Calls: £0
Roaming Charge: £42	Roaming Charge: £10

Total: £42	Total: £35
Data: £0	Data: £0
Texts: £0	Texts: £0
Calls: £0	Calls: £0
Roaming Charge: £42	Roaming Charge: £35

Choose package

The data package can be used for any internet purpose and does not support calls or SMS. You can use every app that is based on an internet connection, such as WhatsApp or Zoom.

- United States 2 GB £3.90
- United States 4 GB £4.90
- United States 7 GB £6.90

Save

Cancel

Turkey

Cost are based on 7 days of 20 mins of calls, 10 texts and 1GB of data usage per day. Call/text charges are for calls/texts to UK.

Total: £42	Total: £488
Data: £0	Data: £144
Texts: £0	Texts: £47
Calls: £0	Calls: £287
Roaming Charge: £42	Roaming Charge: £10

Total: £42	Total: £21,739
Data: £0	Data: £21,504
Texts: £0	Texts: £25
Calls: £0	Calls: £196
Roaming Charge: £42	Roaming Charge: £14

Choose package

The data package can be used for any internet purpose and does not support calls or SMS. You can use every app that is based on an internet connection, such as WhatsApp or Zoom.

- Turkey 2 GB £3.90
- Turkey 4 GB £4.90
- Turkey 7 GB £6.90

Save

Cancel

For the TMCs



The Ultimate travel ancillary



Incremental Revenue Stream



Relevant and customer-centric



Competitive Advantage



Increase passengers loyalty

✔ Easy sale

Clear value proposition, better value than any alternative, can be sold in booking flow or in pre-flight email.

✔ Large market

Average customer spend \$20, 25% commission.

✔ No upfront

Zero setup cost, zero IT adaptation.

✔ No support needs

Product is easy to use but Simtex handles all support via chatbot and live agents.

PARTNERS PERFORMANCE METRICS

9%

CVR

\$3.61

Rev per paid user

\$0.27

Rev per click

4.7%

CVR

\$5.39

Rev per paid user

\$0.28

Rev per click

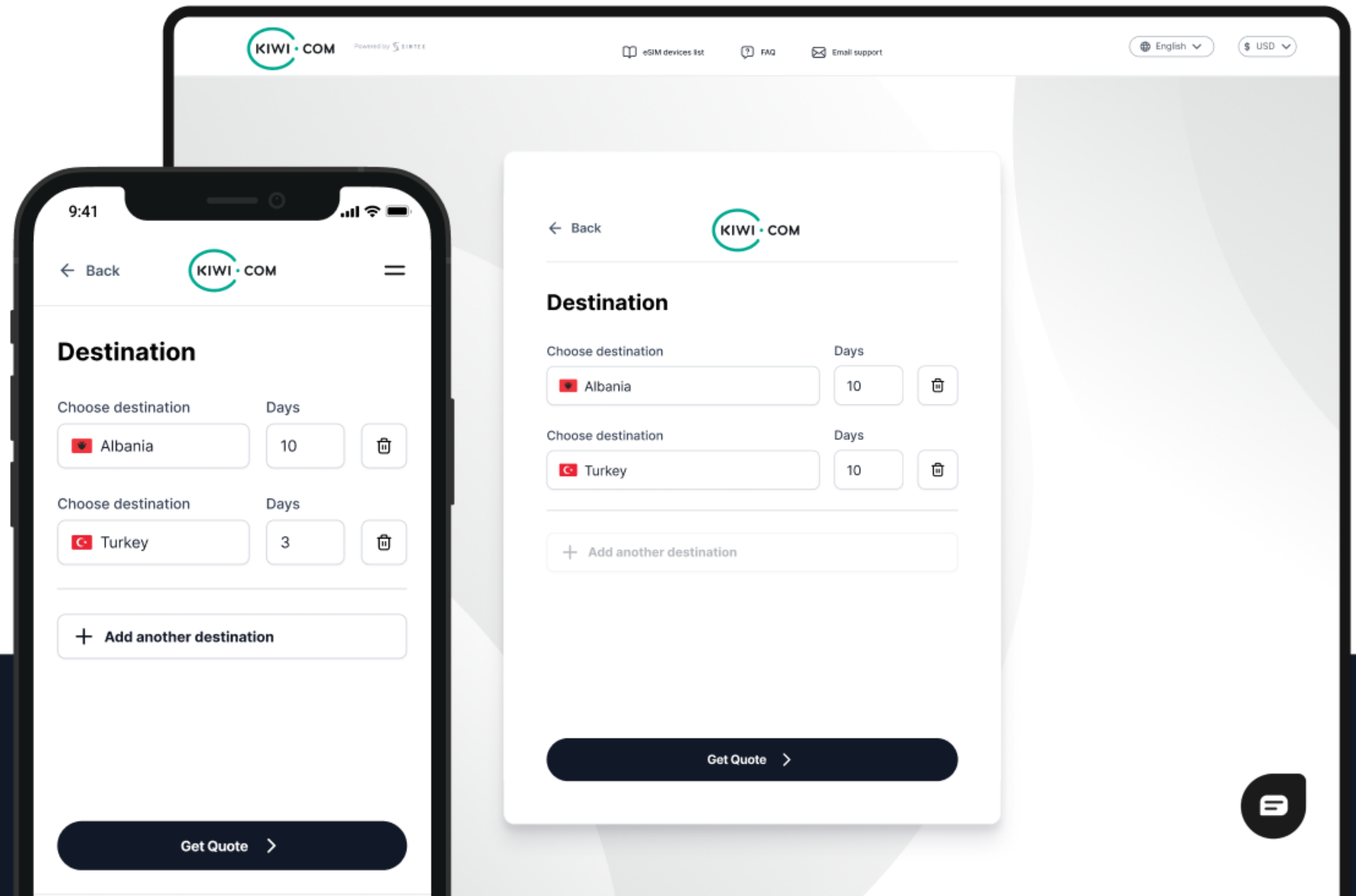


| Our Solutions



Whitelabel / Affiliation

- ✔ Simtex builds a branded whitelabel site
- ✔ The whitelabel site displays personalised quotes for the customer's specific trip duration and itinerary, with different data package sizes:
 - Small
 - Medium
 - Large
- ✔ Simtex handles the payment transaction
- ✔ Simtex immediately delivers the eSIM and handles all support
- ✔ Simtex can provide a Etihad Airways -branded white label site within 48 hours of contract signature (subject to languages required)





API Integration

- ✓ Simtex has built an advanced flexible API that suits the variety of companies and their requirements.
- ✓ Using the data that the airlines collect about their passengers, they can offer personalized packages during the booking flow. We invite you to [watch this short video](#) on how it works
- ✓ By using the api capabilities, passengers can be presented with a variety of personalized packages according to sizes:
 - Small
 - Medium
 - Large
- ✓ Simtex provides an “After Purchase” branded portal to the end-users for “Package Management” (data usage tracking, Top-Up etc).
- ✓ Simtex immediately delivers the eSIM and handles all support
- ✓ Simtex can provide a branded Whitelabel site within 10 days of contract signature (subject to languages required)

The screenshot shows the KIWI.COM website interface. At the top, there's a navigation bar with 'Discover', 'Book', 'Contact', 'About', and 'Help'. A search bar and language selector (ENG) are on the right. Below the navigation, flight details are shown: Sun, 05 Mar 2023 21:20 LHR to Mon, 06 Mar 2023 18:25 BKK, and Wed, 29 Mar 2023 08:05 BKK to Wed, 29 Mar 2023 17:30 LHR. The total price is \$4,256 with a 'Purchase' button.

The main content area prompts the user to 'Please choose passenger to add a eSIM package:' with radio buttons for 'All', 'Misha Kogan', 'Britney Spears', 'Jane Spears', and 'Albert Kogan'. Three eSIM packages are displayed:

- Essential:** \$9.99 Passanger. 1GB for Singapore for 1 Day, 3GB for Thailand for 24 days. Add eSIM package + (\$39.96)
- Premium:** \$19.99 Passanger (Most popular). 3GB for Singapore for 1 Day, 10GB for Thailand for 24 days. Add eSIM package + (\$79.96)
- Premium plus:** \$34.99 Passanger. 5GB for Singapore for 1 Day, 15GB for Thailand for 24 days. Add eSIM package + (\$139.96)

At the bottom, a table lists the selected packages for each passenger:

Passenger name	Package	Price	Days	
Misha Kogan	Premium plus	\$34.99	25 Days	
Britney Spears	Premium plus	\$34.99	25 Days	
Jane Spears	Essential	\$19.99	25 Days	
Albert Kogan	Premium	\$9.99	25 Days	

| Current Travel Partners

NAVAN

TRAVELREPUBLIC

PLAY

KIWI.COM

SCOO

LOT POLISH AIRLINES

discover. airlines

AirSERBIA

HEPSTAR™

| Thank you.



Misha Jonathan Kogan,
Chief Commercial Officer

misha@simtex.mobi

+44 7366 541154

