

Handango Overview

Most mobile content platform providers would have you believe the digital world revolves around them. At Handango™, we understand the world doesn't revolve around us. It revolves because of us.

As the leading provider of mobile content, Handango seamlessly delivers the entire mobile marketplace into millions of customers' hands. In fact, our proven, time-tested content management and delivery platform, Handango AMPP™, is the most widely used mobile content distribution solution in the world.

By 2009, the number of mobile handset customers is expected to reach three billion worldwide. And with continued innovations in mobile device design, increased worker mobility and greater consumer demand for personalized content, much of this growth will be driven by applications and digital media, which is projected to be an \$80 billion market. At the epicenter lies Handango.

Working with more than 16,000 global content provider partners, Handango offers more than 190,000 applications and digital content titles across every major mobile operating system including BlackBerry, Palm OS, Symbian OS, Windows Mobile, Java, Tablet PC, PSP and more.

Handango has been chosen as the trusted mobile content delivery platform by industry leaders including Nokia, Motorola, RIM, Microsoft, Samsung, Orange, Vodafone, O2, Verizon Wireless, Sprint, Cingular Wireless, T-Mobile, Alltel, HP, Dell, Dangaard Telecom, BenQ, AOL and hundreds more.

In short, Handango makes it simple for content providers, mobile operators and handset manufacturers to increase mobile content revenues and customer loyalty by:

- ✧ Offering the most trusted, reliable and proven content delivery platform in the world
- ✧ Distributing the largest mobile content catalog to millions of customers
- ✧ Providing value-added services such as marketing, merchandising, certification, integration, analytics and more

With seven years of mobile content industry experience, Handango understands what your customers demand, and we can help you exceed their expectations with the largest content catalog and most robust content delivery platform on earth.

By the Numbers

- 1 rock solid platform
- 7 years in use
- 200+ licensees
- 16,000+ global content partners
- 190,000+ mobile content titles
- Millions of customers each month

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Handango's time-tested platform, Handango AMPP, enables rapid deployment of value-added content both online and on-device for content providers, mobile operators and handset manufacturers. Modules of Handango AMPP include the Handango AMPP Store™, Handango InHand™ and the Handango Commerce Engine™.

Handango AMPP Store

The Handango AMPP Store is a customizable, branded Web store that allows companies to monetize mobile downloads from their Web sites by offering Handango's extensive catalog to their visitors. The presentation layer can be displayed in various languages and currencies, while an amazing array of unique merchandising and account management features ensure higher content sales and superior customer retention.

Handango InHand

As the on-device client of Handango AMPP, InHand leads the industry in on-device discovery and download of mobile content. Available for BlackBerry, Palm OS, Windows Mobile and Symbian OS, InHand enables mobile operators and handset manufacturers to present a compelling, branded interface; increase content revenues and data traffic; and deliver a superior download experience. For content providers, Handango InHand provides an unprecedented opportunity to sell their applications directly through a customer's device.

Handango Commerce Engine

The Handango Commerce Engine, the core transaction component of Handango AMPP, offers content providers a powerful and versatile tool for managing sales from their Web sites. Available in multiple languages and currencies, the Handango Commerce Engine helps content companies and consumer brands extend global reach and deliver customized experiences while ensuring all transactions are processed quickly and securely.

Learn More

To learn more about Handango and its products and services, visit <http://corp.handango.com>.

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The world's most deployed mobile content delivery platform