



PREMIUM SMS

AmiCell[®]

SMS

HOW IT WORKS

Premium Rated SMS has become an indispensable component of marketing campaigns, fund raisers, information bulletins, and cellular content delivery. Premium Rated SMS will enable you to earn a revenue share, whilst benefiting from an interactive marketing experience whilst obtaining a relevant customer database.

Premium SMS is based on inbound SMS messages from participants to specific easy to remember short cellular numbers. A classic example would be to advertise "SMS the text WIN and Your Name to 12345 and stand the chance to etc. (SMS Charged at RX). On receipt of such an SMS, various automated functions can be performed including a return SMS, remote database updates, remote data retrieval, content / email distribution to name just a few.

There are two premium SMS options available:

Dedicated Short Code: You can obtain your own dedicated 5-digit short code, and your audience will be able to SMS any text to your number. In other words, no matter what the participant SMS, it will be logged to your account. This gives you the flexibility to change the inbound SMS text anytime you want to suit any campaign.

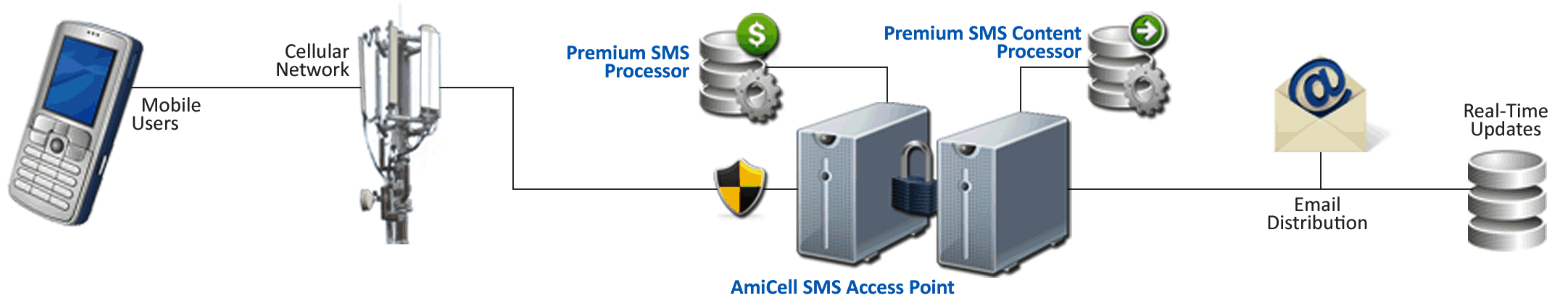
Keyword: A fixed keyword can be used on a shared 5-digit short code. In other words, you will have your own unique Keyword, but the Short Code is shared with other entities. The keyword option is less expensive, and is a good way to test your campaigning first before moving on to a dedicated short code. Participants will have to SMS the keyword exactly to the shared short code, in the event of a mistake, the entry will not be logged to your account.

The 5-digit numbers depends on the particular price band you require, i.e. the SMS cost. The price bands range from R1 to R30. Note that the keyword option is only available on selected price bands.

SMS entries received data can be delivered via regular (daily) email, in real time to email addresses or via direct URL (XML) updates to a remote website or database. Automatic response SMS messages can be tailored to provide additional information to the participant on receipt of an SMS.

Your profit share is available on a monthly basis. Your share of the SMS cost depends on the amount of SMS entries per month and the price band of your selected short code. For more information regarding the revenue share please email your enquiry.

Should you require integration with a website or the development of custom systems, our development team will gladly assist. For more information regarding Premium SMS integration please email or contact us about your enquiry. You should be part of this already!



PRICES

DEDICATED SHORT CODE		KEYWORD ON SHARED SHORT CODE	
ITEM	COST	ITEM	COST
Campaign Registration Fee (once-off)	R 2 000	Campaign Registration Fee (once-off)	R 200
Hosting Fee (monthly)	R 750 ¹	Hosting Fee (monthly)	R 300 ¹
Total Initial Payment	R 4 250	Total Initial Payment	R 1 100
SMS Response	22c ²	SMS Response	22c ²

¹ Paid 3 months in advance.

² Deducted per SMS from Customer Revenue

• All prices exclude VAT.



TEXT TO THE PEOPLE