

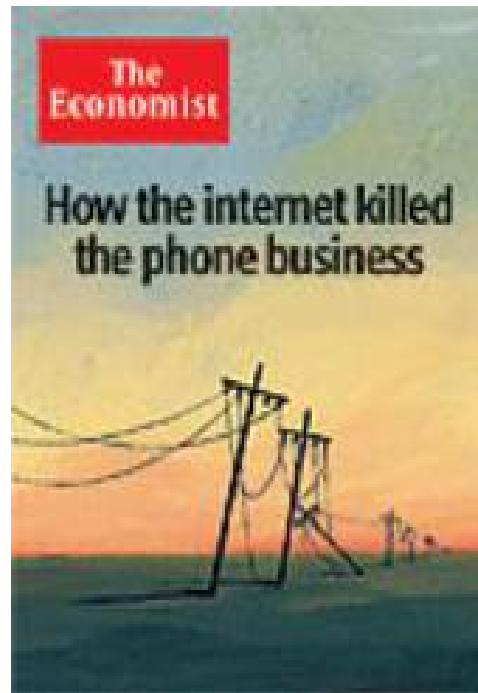
INTRODUCING REBTEL

May 2006

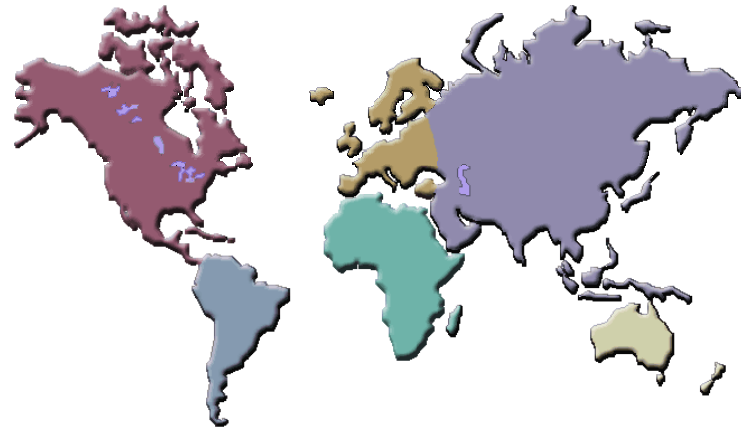
Hjalmar Winbladh

CEO / President

VoIP is rocking traditional telecom



The world has gone wireless



Mobile subscriptions (m)

	2002	2003	2004	2005e	2006e	2007e	2008e	2009e	2010e
Africa	35.2	48.7	81.0	121.0	161.0	196.0	216.0	231.0	241.0
Asia Pacific	433.0	540.6	666.3	786.3	886.3	976.3	1056.3	1116.3	1136.3
Eastern Europe	74.7	108.0	167.6	262.6	297.6	322.6	337.6	347.6	357.6
Latin America	100.8	124.2	175.4	227.4	263.4	283.4	296.2	308.3	320.3
Middle East	45.3	57.7	70.0	91.0	106.0	121.0	131.0	139.0	147.0
North America	151.2	170.6	193.9	214.9	227.9	236.9	244.9	252.9	260.9
Western Europe	303.5	327.9	361.2	381.2	401.2	413.2	423.2	433.2	443.2
Total	1143.6	1377.6	1715.4	2084.4	2343.4	2549.4	2705.1	2828.3	2906.2
Growth Y/Y	21%	20%	25%	22%	12%	9%	6%	5%	3%

Subscriber growth in mature markets is over

Big minute bucket plans for local calls are the mobile carriers' strategy to:

Maintain, defend ARPU (Average Revenue Per User)

Achieve FMC (Fixed to Mobile Convergence)

For international calling...

VoIP is low cost but inconvenient

Wireless is convenient but costly

Rebtel introduces VoIP pricing for mobile international calling

Local numbers for global friends

\$1 per week for access to Rebtel services

Don't use the services, no charge

Rebtel services:

REBout - ¢ / minute

REBin - free

If you liked REBout you will love REBin

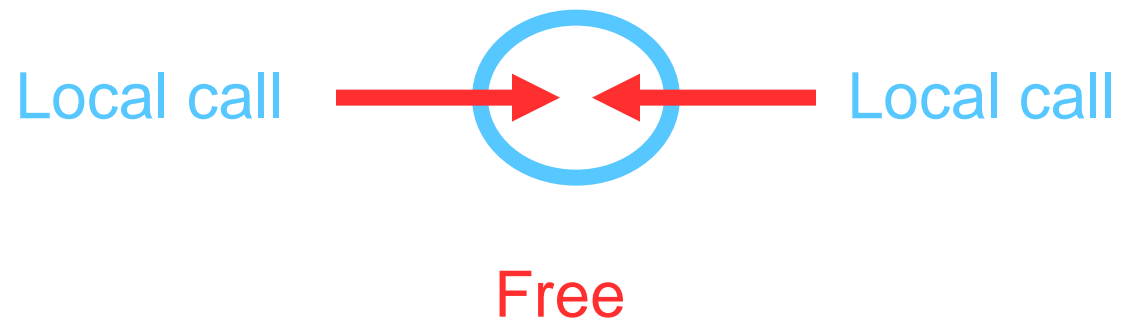
Local Numbers to Global Friends

1. I can call my global friends at a local number
2. Friends can call me at a local number in their country
3. I only pay for the local phone call plus the \$1 per week Rebtel access fee

... we can talk for as long and as often as we want

From now on... REBin

Call local, talk global



What about roaming and local calls?

Rebtel supports new open WiFi-SIP devices

Intelligent routing SIP / GSM / PSTN

When WiFi is available, calls go through Rebtel system and bypasses mobile carriers

Over the air configuration and activation



“Handset manufacturers are already eyeing internet capabilities, and market leader Nokia has said all of its new devices will have built-in wi-fi by the end of this year. So-called ‘dual mode’ phones operate like normal mobile phones most of the time but can switch to cheaper, wi-fi based telephony where available”

Bobbie Johnson and Richard Wray, *The Guardian*, May 2, 2006

Worldwide

Service available in
40+ countries at launch;
10-20 more by year end

Argentina
Australia
Belgium
Brazil
Bulgaria
Canada
Chile
Czech Republic
Denmark
Estonia
Finland
France
Germany
Guatemala
Hungary
Ireland
Israel
Italy
Japan
Latvia
Lithuania
Luxembourg
Mexico
New Zealand
Norway
Pakistan
Peru
Poland
Portugal
Romania
Singapore
Spain
Sweden
Switzerland
Turkey
UK
USA



Terms

- First charge:** \$5 or \$10 to get going, credit card or PayPal
- Auto top-up:** \$10 or \$20 when balance below \$2; good for 12 months from last call
- Cancellation:** Full refund of first charge within first 30 days, stops auto-top up/re-charge, no refunding but pot can be used until empty

How can we do this?

We're converting the local phone networks into a global Web service

Web 2.0 server-centric approach

No proprietary software to download; support open standards

You decide how to be connected: GSM or fixed PSTN or SIP

Viral customer acquisition model

Share with your friends using SMS and e-mail

Who are we?

Management team

Hjalmar Winbladh, CEO

Co-founder/CEO President of Sendit, IPO 1997, acquired by Microsoft 1999
GM, Microsoft Mobile Business Unit

Jonas Lindroth, CTO

Co-founder/CTO of Sendit, acquired by Microsoft 1999
Independent software contributor to the mobile industry for the past 15 years

Roger Åström, COO

VP system development, VP business development, Anoto Group
Nearly 20 years of software industry experience; NCR, IBM, Microsoft and three successful startups

Greg Spector, CMO

President and CEO of Blanc & Otus; co-founder of Jennings & Company, sold to GCI Group in 1995
West coast bureau chief, *PC Week*; tech reporter, *Los Angeles Herald Examiner*

Kjell Malmqvist, CFO

CFO Sendit, Capedal and several interim CFO positions
Co-founder of Intersum Management Consulting and Silentium, sold to PwC in 2005

Katarina Zetterstöm, VP Support

Founder, customer service and sales consulting firm, Joyalty AB
CEO, Beep Network AB; sales desk, customer service manager, 3Com and Apple Computer Europe

Fredrik Granström, General Counsel

Co-founder, Streamson
Experience with Microsoft, AstraZeneca, Sendit and multiple successful start-ups



Vision

Shrink the world; make it a friendlier place, and bring people worldwide closer together by making all phone calls local.

Mission

Take the phony out of mobile telephony; create a genuinely good, honest, and trustworthy global mobile telecommunications service that saves users money.

When, where and how?

Now in Beta

QUICK LOG IN

• Mobile

• Passcode

Forgot your Passcode?

Log in

SIGN UP HERE!
HERE!

Feedback

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Legal information

Local numbers



How it works
Watch the movie

Global friends

Introducing Rebtel - the new way to call the world. No headsets, downloads, or special phones. Just get local numbers for all your global friends, and give your global friends local numbers for you. Then you can call each other on your own mobile phones at your normal local rates. Trying is believing. Make a first test call with Rebtel now!

▼ Make a test call now ▼

Local Me		Global Friend	
My country	Sweden	Friend's country	United States
My number	+46708323280	Friend's number	+14153413520
My name	Hjalmar	Friend's name	Gregbleck

My new number to my friend: **010 100 9906**

My friend's new number to me: **202 558 4974**

Call your friend. You have 3 free min to ask your friend to hang up and call you back on the new number received in the sms. (you stay on the line). Now you can call for free forever.

Save for later

... ready for everyone in June

This is just the beginning...