Unifun

Company Overview 2019

ABOUT US

Our company was founded in 2005

Presented on the global market since 2012

Collaborating with 110 mobile operators

We have launched 350+ projects

We do only branded VAS projects

We are operating in 65 countries

We have a very strong development team

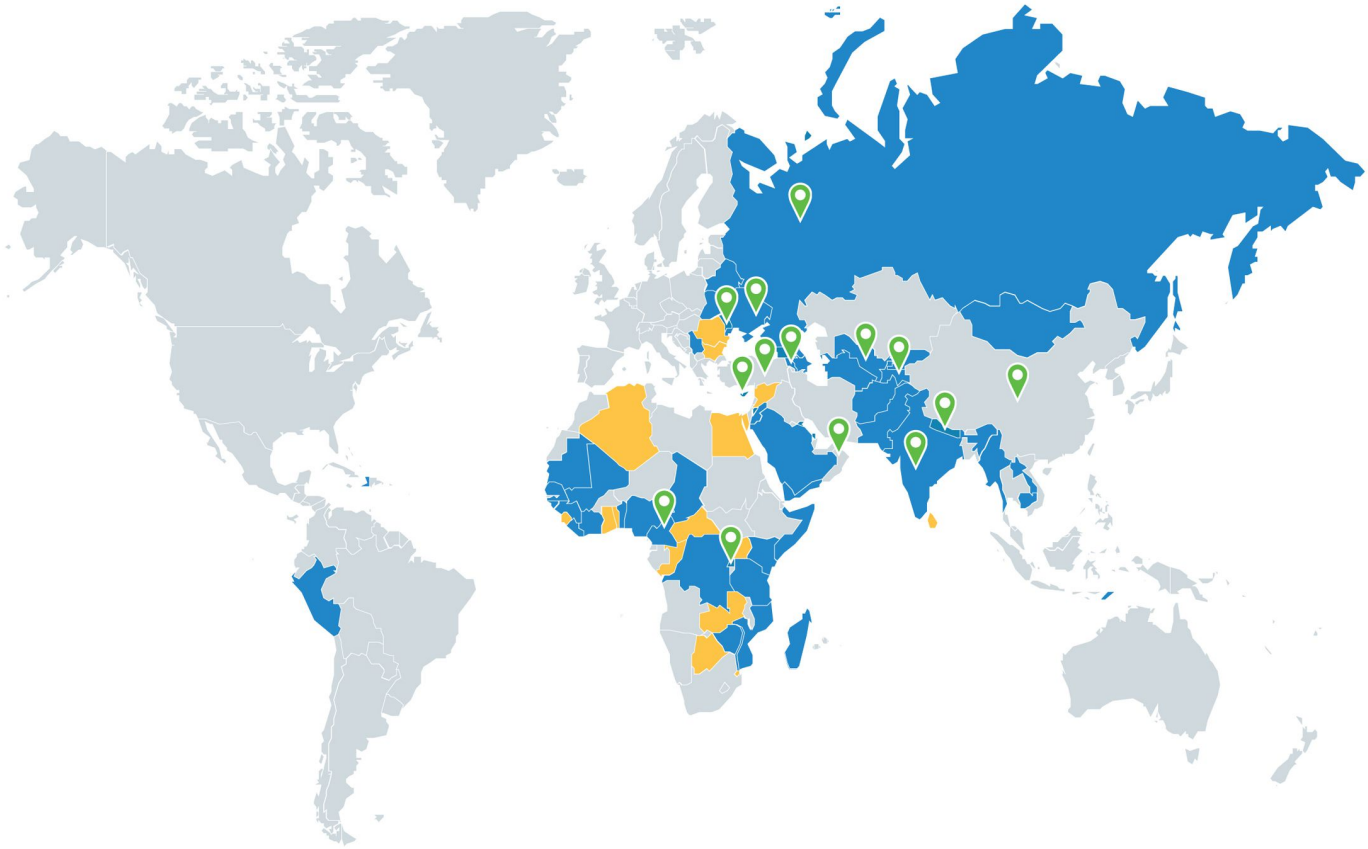
Over 320 professionals in 14 countries

Unifun is a provider of high-class IT products in the field of mobile VAS.

The primary areas of our expertise are:

- the voice traffic stimulation solutions – Beep Call, Dynamic Voice Mail+, Zero Call, Sim Credit, etc.;
- the personalized marketing communications tools – Balance+, IVR Broadcaster, VASUP (ICB), etc.;
- the branded content services – FunBox, IVR Radio, USSD Dating, IVR Quiz Melomania, etc.

GLOBAL PRESENCE



We are working

We are starting

Our offices

Moldova*

Russia

Uzbekistan

Rwanda

Nepal*

Ukraine

Tajikistan

Cameroon

Cyprus

Turkey

Armenia

UAE

India

China

* Moldova - Europe, the Middle East, Africa, North & South America headquarters

* Nepal - Asia Pacific headquarters

COMPANY IDENTITY

What makes us special

Business focus

- We don't sell concepts, we sell ready products with real business cases
- We offer products that are already tested by the market
- We provide a financial guarantee on the profitability of products
- We apply the best practice to enhance and improve our products
- We develop only profitable products: income +15K USD from 1 mln subscribers
- We give free of charge some of our products to operators :)

Our values

Custom-focused Partnership

Innovations & Integrity

Profitability & Efficiency

Result-oriented Development

Who trusts us

We work with the operators from the following Groups:

Viettel, telenor, expresso, orange, MTN, Beeline, MEGAFON, Telia Company, tigo, etisalat, vodafone, TURKCELL, zain, 中国移动 China Mobile, airtel

OUR PRODUCTS

Operator services

Call Completion

- ★ Beep Call
- ★ SIM Credit
- ★ Missed Call Alert
- ★ Notify About Me
- ▪ Call Collect
- ▪ Zero Call
- ▪ Dynamic Voice Mail+
- ★ Data Loan & Data Gift

Gateways

- ▪ SMS Gateway
- ▪ USSD Gateway

Marketing, Loyalty

- ★ USSD Balance+
- ★ IVR Broadcaster
- ★ SMS Notification Server
- ★ Pre Call Advertising
- ▪ Welcome Call
- ★ End of Call Notification+
- ★ Subscriptions Control System
- ▪ SMS Anti-SPAM
- ▪ Targeted Landing Page
- ★ Loyalty Points Engine
- ▪ CRM system
- ▪ Call Centener

SIM Based

- ★ VASUP (ICB)
- ▪ Live Screen
- ▪ Live Balance
- ▪ SIM Reminder
- ▪ STK/DSTK
- ▪ OTA Platform
- ▪ GEO Targeting

Roaming

- ▪ Welcome SMS
- ▪ Bon Voyage SMS
- ▪ Roaming Assistant

Content services

IVR Services

- ★ Voice Changer
- ★ FunBox
- ★ IVR Radio
- ★ IVR Quiz Melomania
- ▪ Alibi
- ★ Meloring
- ▪ Humor Club
- ★ IVR Chat
- ★ IVR Religious

USSD Services

- ★ USSD Dating
- ▪ USSD Portal
- ★ USSD Portal Astrolog

SMS Services

- ★ SMS Subscriptions
- ★ SMS Subscription Quiz
- ▪ Wrong SMS

LBS

- ★ Where are you?
- ▪ Staff Tracker

Mobile Applications

- ★ Mobile Radio
- ★ Chat Roulette
- ▪ Mobile Dating Club
- ▪ 3G Tester

Other Platforms

- ▪ Bulk SMS
- ▪ Easy Step
- ▪ Voice SMS
- ▪ Group SMS
- ▪ Personal RBT

★ - Top products

CONTENT SERVICES

TOP

Voice Changer

Voice Changer is an entertainment IVR service that allows operator's subscribers to make funny calls by changing their voice into hilarious characters (e.g.: robot, child, lizard, monster, beaver, elf and others) in online mode.

FunBox

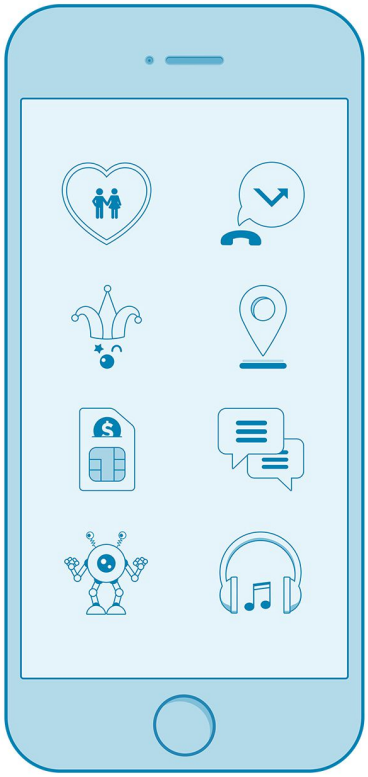
FunBox is an entertainment IVR portal where subscribers receive unlimited access to the mass-demand services: Dating, Player, Jokes, etc. with the most interesting and constantly updated content.

IVR Radio

IVR Radio is an infotainment IVR service that allows users to listen to online radio stations from the whole world. The service works on all cell phone models, does not require the internet connection or external apps.

Melomania IVR Quiz

Melomania is a music IVR quiz based on the popular television game "Name That Tune". An opportunity to win attractive prizes every day and user-friendly management logic ensure the service commercial success.



USSD Dating

USSD Dating is an entertaining service based on common USSD and SMS technologies. It offers users an opportunity to chat anonymously with interesting, like-minded people, find new friends and possibly "the one".

SMS Subscriptions

SMS Subscriptions is an infotainment service with intuitively clear USSD menu where users can manage their subscriptions to various content: Weather, Horoscope, Jokes, Guinness World Records, etc.

TOP OPERATOR SERVICES

Beep Call

Beep Call is an alternative way of informing a subscriber about a call attempt of another subscriber, who has not enough balance to make a call (subscriber B receives a real missed call from subscriber A and calls him back). Operator's revenue is generated by callbacks.

SMS Notification Server

SMS Notification Server is a personalized marketing communication channel. It allows to insert dynamically targeted advertising messages (SMS tails) in all SMS notifications sent by operator's OCS and service platforms in a centralized way.

VASUP (ICB)

VASUP is a mass communication solution. It allows to broadcast targeted and interactive advertising messages (teasers) to "sleep" mobile phone displays. The teasers look like pop-up DSTK menus. Subscribers can instantly activate promoted services in 1-2 clicks.

IVR Broadcaster

IVR Broadcaster is an interactive powerful tool for automatic subscribers voice informing about operator's services and important events. The main advantage is that the promoted services can be activated during the call "on the go" without breaking the connection.

USSD Balance+

USSD Balance+ is a solution that allows to insert dynamically targeted advertising texts (tails) in response messages to USSD balance check service requests initiated by subscribers. The solution generates two types of USSD tails: static and interactive.

Where Are You?

Where Are You? is a location-based service, which allows operator's subscribers to receive information (in the form of SMS that contains an address and a link on the map) about the current location of other subscribers of the same mobile network.

Dynamic Voice Mail+

Dynamic Voice Mail+ is a complex solution that allows to activate dynamic voice mailboxes for all on-net subscribers. The service increases voice traffic, and can be used for operator's products promotion by adding advertising tails to service SMS notifications.

End of Call Notification+

EoCN+ is a cost controlling solution. It allows to insert targeted, interactive or static advertising messages in USSD NI notifications (triggered by the end of Call/SMS/Data session), right after information about the last action and current subscriber's balance.

Contact Information

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24/7

Unifun business development team is available 24/7/365

The headquarters is located in Chisinau, Moldova

We will answer all your questions about partnership within 6 hours

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