



Mobile



Game



Internet



Computer

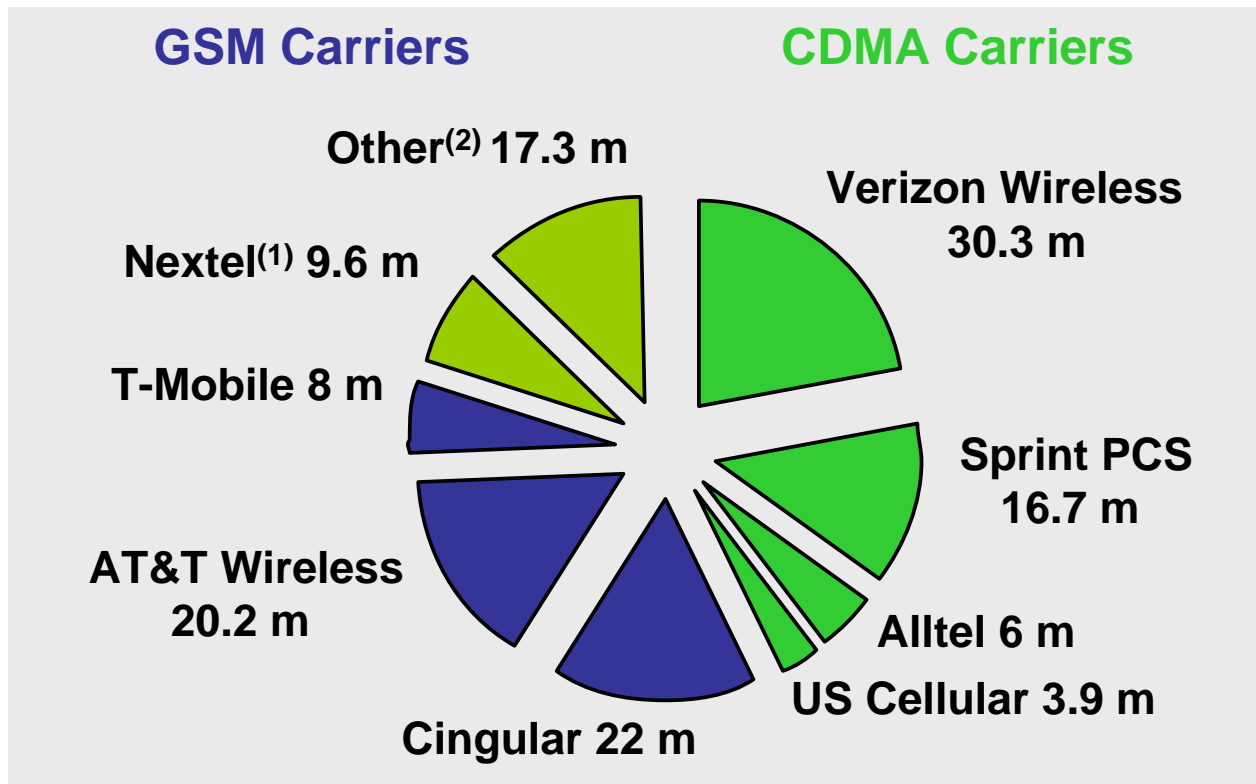


Technology

第3部 北米市場 **Faith West Inc.**

US Wireless Market

- 134 m wireless subscribers, 53% market penetration
- One third of subscribers will buy new handset in 12 months
- Polyphonic/multimedia handsets can achieve mass market



(1) Nextel is an iDen carrier; (2) Other carriers include both GSM and CDMA



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Key Players



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Introducing Faith West Inc.

- Develop US content business
- Develop market for CMX
- Support Faith's global technology licensing business



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Key milestones

9/2001	Opened representative office to explore US market
5/2002	Incorporated as Faith West Inc.
6/2002	Launched Modtones with Verizon Wireless
8/2002	Launched CMX content with Sprint PCS
9/2002	US Cellular BREW market trials; new VZW handsets and marketing
11/2002	Planned Alltel BREW trial
12/2002	Planned launch of Modtones WAP service

Key Strategies for Faith West Inc.



- Leverage Faith Inc. technology and Qualcomm relationship
- Establish Modtones consumer service
 - ↓ *Build credibility, establish relationships with carriers and OEMs*
- Partner with key media brands from position of strength
- Expand internationally with BREW and CMX
 - ↓ *Create distribution channel, consumer brand and tangible assets*
- Identify new technologies for revenue growth
 - ↓ *Gain insight to market and industry trends, access to opportunities*



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Introducing modtones™



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Modtones Results



- #1 service on #1 carrier in US market
- First consumer brand for polyphonic ringtones
- 22% penetration rate in enabled handsets
- Pricing: \$1.49 per ringtone, \$6.49 for 5, \$9.99 for 10
- Continued revenue growth projected from:
 - New handset support
 - New carrier support
 - Co-brand partner services



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