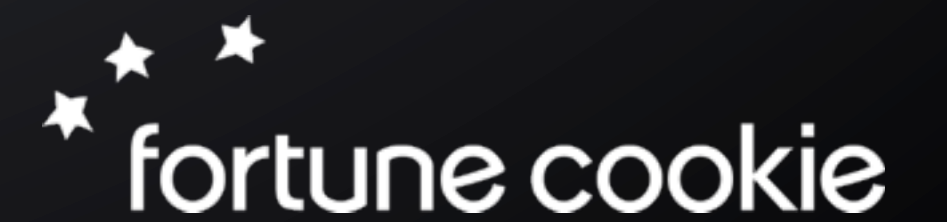
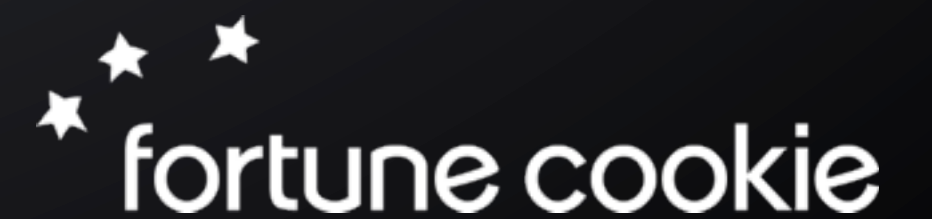


World Travel Market

8 November 2011



Improving the
digital world to
make the real world
a better place.





Strategy

Marketing

Technology

Web

Social

Mobile

Emerging devices

Americas

Europe

Middle East

Asia Pacific

1.46

billion visitors in Q2 of 2011

Aggregated from Fortune Cookie clients for
whom we manage web data and analytics

Skate to where
the puck is
going

Wayne Gretsky
The Great One



In 2020 there will
be **50,000,000,000**
connected devices
in the world.

Hans Vestberg, CEO, Ericsson

We are going faster.

LTE/4G = 2Gbps

Download a movie in 1 second.

86% of Americans use
a mobile device while
watching TV

Mashable, 2011

Over a trillion dollars in new consumption power is created every year in **emerging markets**, as tens of millions of people join the new middle class.

India will have 1.159
billion mobile
subscribers by 2013

Telecom Regulatory Auth, Aug 11



Nokia 101

SoLoCo*

*Social, location, commerce

Vodafone 555 Blue



Back

Choose places to display over street view:

All

Hotels

Restaurants

Things to Do

None

Showing the view from:

The Waldorf Astoria

301 Park Avenue, New York City, NY 10022

Gramercy Tavern
 325 reviews
 American
 1.5 miles southwest

Shake Shack
 225 reviews
 Restaurant
 1.3 miles southwest

Scalini Fedeli
 70 reviews
 Italian
 3.3 miles southwest

Keen...
 Steakh...

Lombardi's
 348 reviews
 Restaurant
 2.7 miles southwest





Google wallet

BAMBA
HAPA



**SIM Swap
Done Here**

How to do a SIM Swap:

Type in *180*1#Mobile Number*Original PIN of the previous SIM card*new 10 digit no's on the blank SIM# as shown below.

*180*1#0722123456*1234*0123456789#

www.safaricom.co.ke
Terms and conditions apply.

Safaricom

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BAMBA
HAPA

WASAA YA
KUBAMBA



Safaricom

BAMBA
HAPA

**m-PESA
AGENT**

**NOW AVAILABLE
HERE**

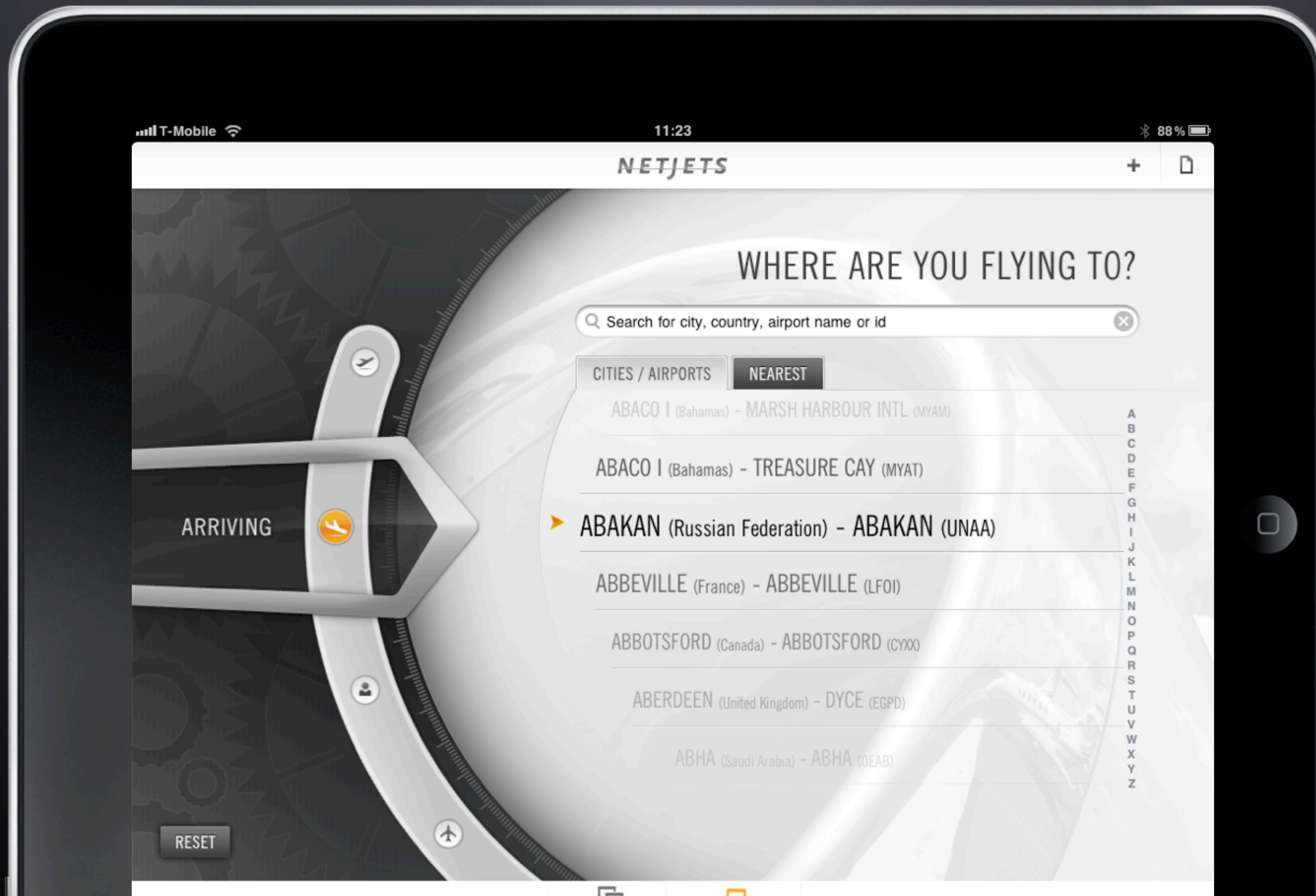
Also Available

- FREE M-PESA REGISTRATION
- SIM REPLACEMENT
- ELECTRICITY EASY PAY
- PHONE ACCESSORIES
- PHOTOCOPY & STATIONERY

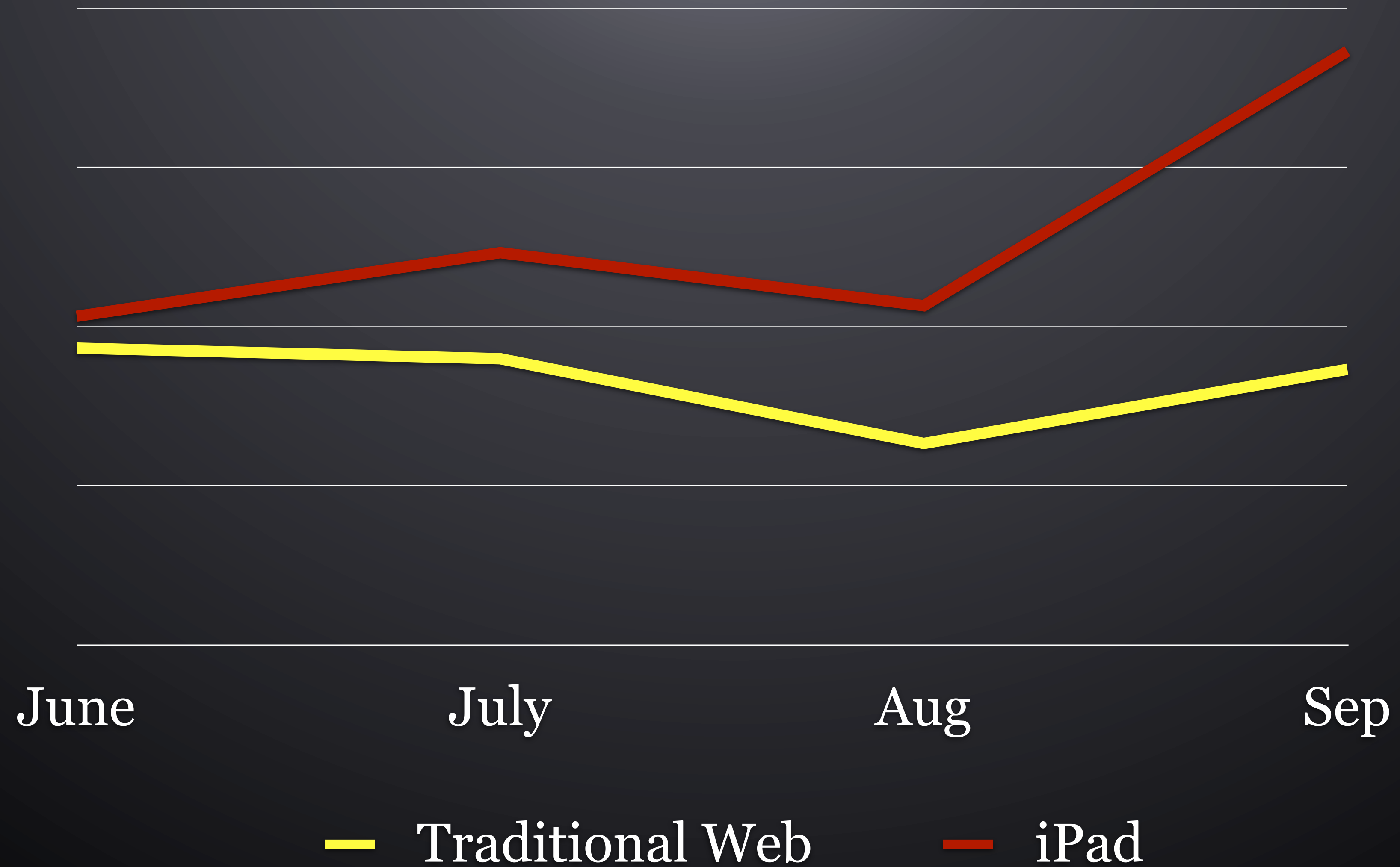
Safaricom

Three examples...

Home before the kids are in bed



Hotel Bookings (Conversion Rate %)





SMALL LUXURY HOTELS OF THE WORLD™
EXPERIENCE ANOTHER WORLD

Club login | Book a hotel | Contact | Full website

Find a hotel
Enter country, city or hotel name GO

FEATURED HOTELS DESTINATIONS EXPERIENCES



ISLAND HIDEAWAY SPA RESORT & MARINA
DHONAKULHI, MALDIVES

Summer Offers
save up to 20%

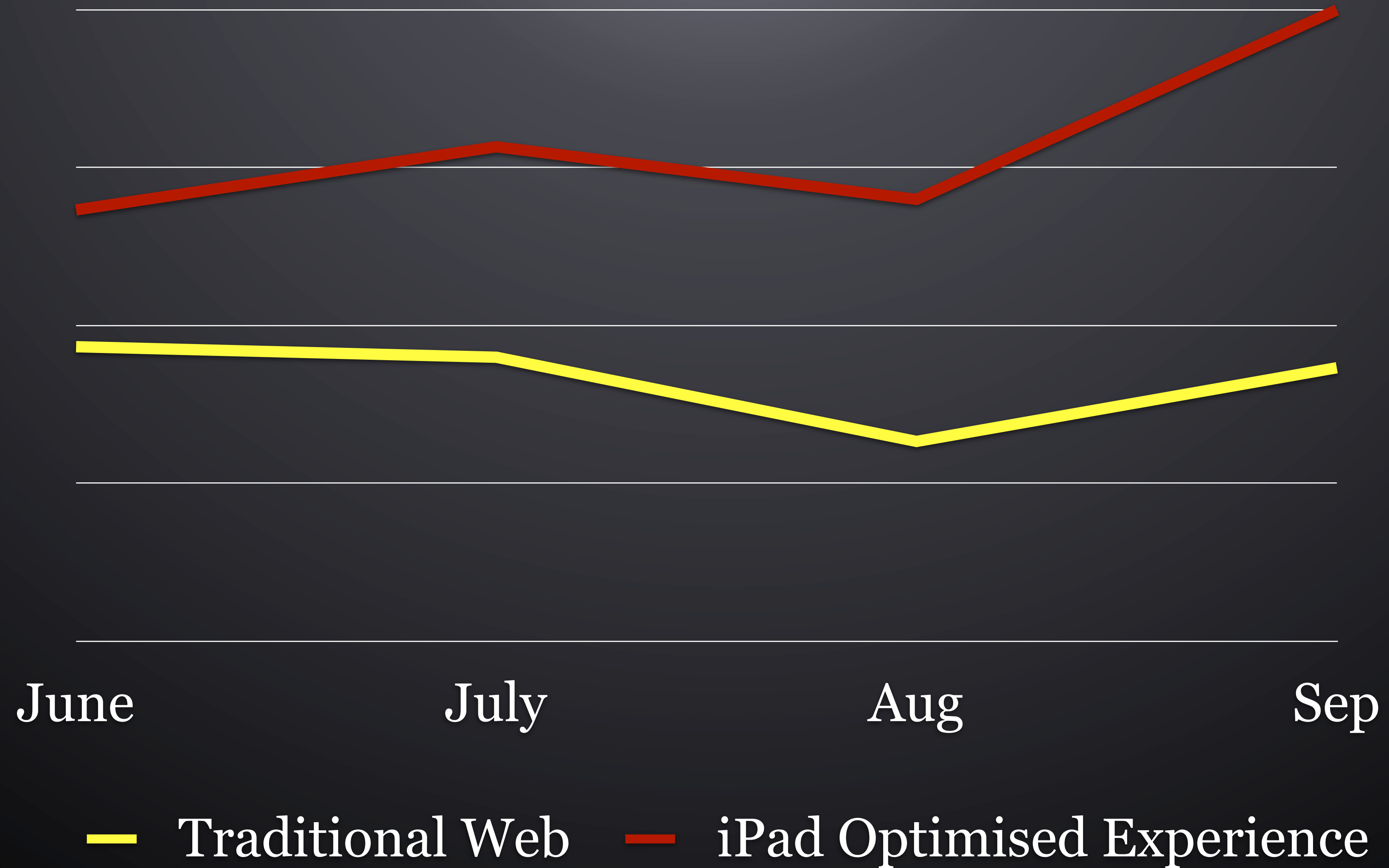
Last-Minute Hotel Deals
under £150

Winter offers
in the Southern Hampshire

Join the club
it's FREE



Hotel Bookings (Conversion Rate %)



58% of tablet owners
use their device while
on holiday...

** CCS October 2011

Create the world's
first social media
travel guide...

In a fast changing
world the biggest
risk you can take is
not taking any risks.


Mark Zuckerberg, Risk-taking billionaire

www.fortunecookie

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Stand TT183



 fortune cookie