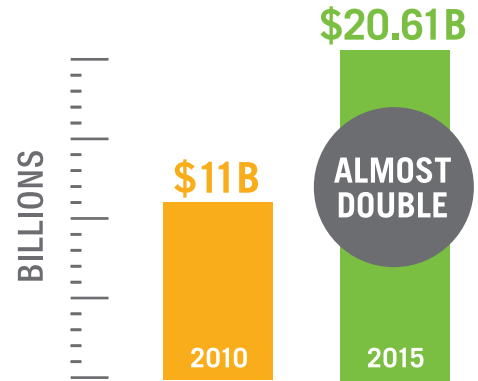


THE ECONOMIC AND SOCIETAL VALUE OF RICH INTERACTION APPLICATIONS (RIAs)

\$5.6 TRILLION
GLOBAL IMPACT
AND GROWING

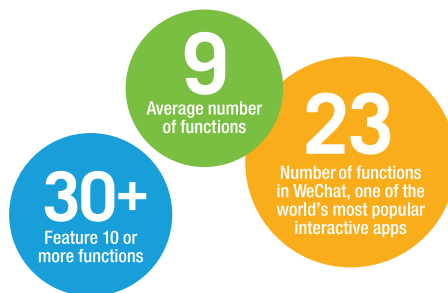
iMessage, Skype, Viber, WhatsApp and other rich interaction applications (RIAs) have become increasingly popular around the world. The applications facilitate immersive features such as chat, money transfers, photo/video and location sharing between individuals, groups, and enterprises. A new study found that a 10% increase in the global usage of RIAs has led to an increase of \$5.6 trillion in GDP across 164 countries over 16 years (2000 to 2015).



In the U.S., consumer surplus with RIAs increased from \$11 billion in 2010 to \$20.61 billion in 2015.*

USES & MIXED FUNCTIONALITY OF RIAs

-  Personal
-  Transactional
-  Entertainment & Leisure
-  Staying In Touch



- App
- Encryption
- Gaming
- In-App Browser
- Location Data
- Money Transfers
- Profile Picture
- Sending Data Files
- Sending Pictures
- Sending Videos
- Stickers
- Telephony
- Texting
- Text Group Chat
- Timeline
- Video Group Chat
- Videotelephony
- Voicemails
- 3-D Touch

DISASTER RESPONSE ASSET

80% more people can receive life-saving information

An RIA called FireChat has been part of an earthquake simulation in the Philippines. This so-called Shake Drill simulated an earthquake of 7.2 magnitude. The simulation showed that with FireChat, alerts reached 80% more people than without it.

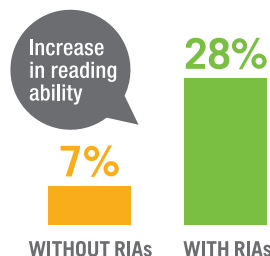
2,009
safety check-ins

169
requests for help

After the highly unusual 2011 earthquake in the New York City area, thousands used Life360 to let their families and friends know they were safe. Life360 is not Internet dependent and can push safety status and location to loved ones via local landlines.

EDUCATION

The results of an RIA learning program showed 63% of the children at participating schools were able to correctly read words and sentences compared to 35% at the beginning of the seven-week program. This is significantly higher (an increase from 35% to 42%) than non participating schools. Also, the learning program is very cost effective at just 10 Indian rupees per child, which is only 1.4 euro cents.



PUBLIC HEALTH

20,000
subscribers
(((•)))

During the Ebola crisis in 2014 and 2015, BBC News WhatsApp Service disseminated public health information to 20,000 subscribers – making it the most widely used RIA during the global health emergency.

*Consumer surplus is the difference between the market price and the amount a consumer is willing to pay for a good or service.