



**March 17, 2008**

## **EXCHANGE MOBILE EXECUTIVE OVERVIEW**

### **Introduction:**



Exchange Mobile is a Nevada based public company, OTC: Pink Sheets, ticker symbol EXMT with headquarters in Vancouver, British Columbia, Canada. Founded in 2000 as SMS@ctive Technologies Corporation, the company changed its name in 2006 to Exchange Mobile Telecommunications Corporation.

Exchange Mobile is a mobile solutions company, focused on providing innovative means of enabling mobile subscribers to stay connected in various network environments. With its unique interoperable platform, global SMS network and patent pending/ trademarked technology; Exchange Mobile delivers SMS content worldwide with faster response time. Exchange Mobile enables corporate clients to capture their audience in a whole new way; Exchange Mobile is the SMS/MMS solution of the future operating today!

The Exchange Mobile platform, iDemand and its SMS T-Bar mobile instant messaging product are fully functional and allow the user to access text, images, ringtones, horoscopes, stock quotes, jokes, local weather, and many other custom applications. In addition, Exchange Mobile is equipped with multilingual capabilities that allow users to choose their preferred language for sending SMS/MMS messages.

Our partnerships and strategic alliances with leading communication and technology companies provide our clients around the globe, access to state-of-art products and solutions. These products allow users to send SMS/MMS messages to mobile device anywhere in the world from their Exchange Mobile SMS T-Bar desktop application. The recipient can reply directly to the sending PC without the use of phone number based email addresses or some similar technique. This capability is enabled through our patent-pending Reply Recognition™ technology.



Suite 102, 1220 West 6<sup>th</sup> Avenue, Vancouver, B.C. V6H 1A5, Canada  
Tel: (604) 687-7472 Fax: (604) 677-0808



## **Business Model:**



The Exchange Mobile business model addresses three key markets areas. This enables us to focus on the particular needs of all three markets in the most efficient manner.

- 1. Consumer**
- 2. Mobile Operators**
- 3. Government and Corporate**

### **Consumer:**

Our consumer business is subscriber based. Once consumers opt-in and provide payment, they are granted access to the various services we furnish. The consumer has the option to pay by credit card or use our prepaid SMS cards. We gain access to our consumers via search engines and Internet advertising. This is strictly an Internet business.



### **Mobile Operators:**

Mobile operators are offered these essential services:



- A. Content/Content Development
  - B. Mobile Applications such as SMS T-Bar featuring mobile instant messaging with Reply Recognition™
- We gain access to this market through our sales and marketing team, SMS/MMS Gateways and by Internet advertising.



### **Government and Corporate:**

We target specific government/corporate needs by providing customized mobile applications such as our Parent Teacher Message eXchange (PTMX) application. These enterprise solutions enable governments and companies to take advantage of today's fastest growing communications channel. Again, we gain access to this market through our sales and marketing team and Internet advertising.



### **Summary:**



The company's technology is backed by ten (10) patent-pending solutions and its product branding strategy is supported by five (5) trademarks. During the next twelve (12) months Exchange Mobile's marketing and sales strategy has a dual focus, the consumer market in China (PRC) and the wireless operators worldwide. We are addressing these markets through strategic alliances with ISP's in China and our SMS network delivery partners. In addition we have expanded our SMS T-Bar mobile instant messaging product to include PTMX (Parent Teacher Message eXchange). We expect explosive revenue growth over the next three years.