

WEBINAR

# Technology roadmap meeting

May 2020

KaiOS

# Videos from the webinar

TOPIC	PRESENTER	LINK
<b>Business Update &amp; Strategic Directions</b>	Sebastien Codeville, <i>CEO</i>	<a href="#">Watch on YouTube</a> <a href="#">Direct Download</a>
<b>Product Overview &amp; 2020 H2 Roadmap</b>	Joyce Shen, <i>Senior Director, Products</i>	<a href="#">Watch on YouTube</a> <a href="#">Direct Download</a>
<b>Monetization</b>	Remy Trichard, <i>Monetization Products Director</i>	<a href="#">Watch on YouTube</a> <a href="#">Direct Download</a>
<b>Ecosystem</b>	Mathieu Boyer <i>Ecosystem &amp; Partnership Director</i>	<a href="#">Watch on YouTube</a> <a href="#">Direct Download</a>
<b>Developer Support</b>	Harshdeep Vaghela <i>Project Manager</i>	<a href="#">Watch on YouTube</a> <a href="#">Direct Download</a>
<b>Customer Engagement Process</b>	Richard Guo <i>VP Sales Operation</i>	<a href="#">Watch on YouTube</a> <a href="#">Direct Download</a>
<b>Go-To-Market Strategy</b>	Tim Metz <i>Marketing Director</i>	<a href="#">Watch on YouTube</a> <a href="#">Direct Download</a>
<b>Privacy &amp; Legal</b>	Alice Pierre <i>Senior Legal Counsel</i>	<a href="#">Watch on YouTube</a> <a href="#">Direct Download</a>

# Business Update

Sebastien Codeville — CEO



# KaiOS in numbers



Powers

**135M**

devices shipped worldwide

Raised

**\$80m**

from investors in two rounds

Present in

**157**

countries

Supports

**500+ apps**

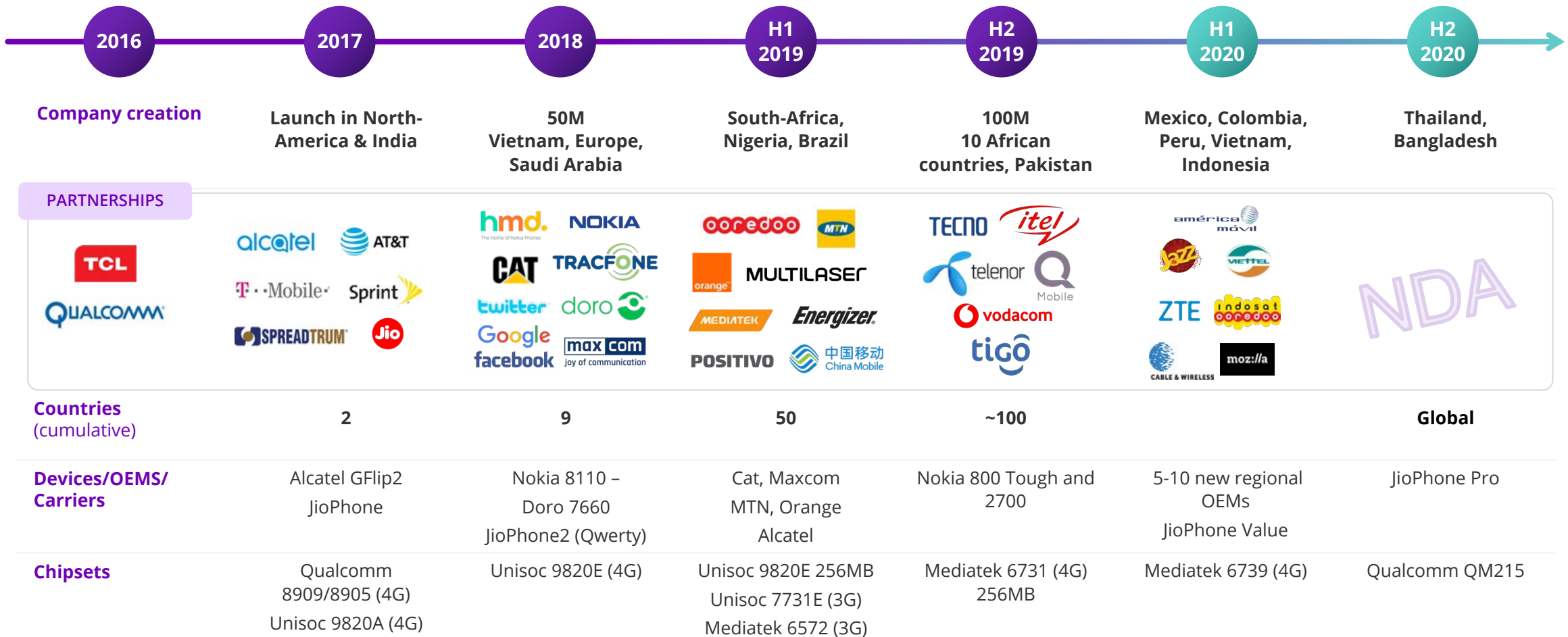
60% games

Employs

**300**

People worldwide

# KaiOS partners and milestones



# Here's what we're doing in Asia

## Digit 4G

World's most affordable smart feature phone at USD 11

In partnership with Jazz and Swift Biz Solutions

## Qmobile 4G Plus

Pakistan's first KaiOS device

In partnership with Qmobile and Telenor

## Smart Nano

Cambodia's first KaiOS device in Smart store, USD29 with free SIM card

## Indosat Hape Online

Indosat Ooredoo's first KaiOS device in Indonesia in celebration of Indosat's 52nd anniversary

## UC Browser comes to KaiStore

Mobile browser by Alibaba's UCWeb became the first 3rd party browser app in KaiStore

## Best Terminal Solutions Award in China Mobile Innovation Competition

To recognize our leadership in mobile solutions within the smart feature phone market

## Disney content comes to KaiStore

Launched in Vietnam in Q4 2019, soon expand to four other Asian countries

## Energizer

Energizer KaiOS device Launched in Vietnam in Q1/2020 in open market

# Here's what we're doing in Africa

## Shipments in Africa

**1.1M+**

(in one year)

## Markets in Africa

**25+**

(less than 10 in MWC'19)

### MTN Group

#### New Markets, Product and Co-Initiatives

New OpCos to launch 3G devices,  
Positive perception retail campaign with MTN Nigeria  
Additional OEM and products proposed

### Vodafone Group

#### New Markets

Launch in remaining countries in Africa

### Orange Group

#### New Markets

Sanza 3G launched in most Orange OpCos,  
Egypt in Q3 after their initial pilot,  
Device financing discussion scheduled to start with Tunisia

### Transsion

#### New Markets, Joint Campaigns

Retail Incentive Campaign in Nigeria  
Reverse bundle offer with MTN Nigeria on T901  
T901 devices are now available in East Africa

### Ludique Works, Africa Gaming Community

#### Digital bootcamp on HTML5 games

Q2 2020 : Digital bootcamp with Kenya-based publishing games company to encourage training in HTML5 mobile games for East Africa gaming community

### BongoHive, Forloop Zambia

#### Online webinar with Zambia's tech community

Zoom meetup co-hosted with Zambia's leading tech hub in Q1 2020

### User Acquisition in Rural Areas

#### Developing new vertical

Evaluating partnerships with organizations (Care, We Farm, Thrive Agric ) to tap into their agent and user network in rural East Africa and Nigeria

### School students Education Initiative

#### KaiOS, App Developer, Government

Formulating partnership to distribute KaiOS enabled devices pre-loaded with app having local education content ensuring students continue to leading during lockdown in Lagos related to Covid-2019

# Here's what we're doing in Americas

## AT&T / T-Mobile / Sprint / Tracfone

KaiOS in at 4 out of the top 5 carriers in the USA  
GF1/GF2/GF3 total install base in North America  
over 6M+ units

## Best Flip Phone 2020 award by Android Central

TCL GF3 voted best flip phone operating system



## New Partners in North America

TCL / WIKO / HMD / BLU / others

Expanding the number of partner OEMs in North America region

## America Movil Group "LATAM First Wave"

"First Wave" AMX launches with KaiOS in various  
countries in LATAM

H1 2020 launches in Mexico, Colombia, Brazil

## LATAM Open Market

Partnering with big name chains to make big splash  
Launches planned with OXXO (19K stores), Coppel (2K  
stores), various retailers in Brazil



# Here's what we're doing in Europe

## Segmented play

KaiOS solution for specific users

Senior users with Doro, Orange Nevalink, Nokia Flip

Enterprise with VoLTE/VoWifi features and Rugged products  
(Cat B35, Nokia 800)

## United Kingdom

Largest shipments and most aggressive in terms of 4G migration, driven by EE  
All KaiOS 4G product available locally

## 4G VoLTE migration - Alcatel 3088 & ...

Deutsch Telekom – EE(UK) – Orange – Vodafone It

Carrier grade product supporting 4G network migration.

First of multiple offering under work in H2:

- Orange, Vodacom
- Local brands: Energizer, Logicom, SPC, Gigaset

## East Europe & Russia

70% of FP volumes

Russia: second market after UK, driven by Nokia + local OEM launch (IMOI)

Ukraine: local OEM Sigma launched in Q4

Poland: multiple play: brands (Nokia, Cat, Orange, Hammer) and operators (Orange, DT, Play)

# Strategic Directions

Sebastien Codeville — CEO



# In-countries go-to-market support

## Target

Retail sales staff

## Objective

Increase understanding of KaiOS USPs and how to use

Localization by local agencies and freelancers;  
coordination from Hong Kong

Execute in as many countries as possible

Build direct communication channels  
with frontline (WhatsApp)

Special program for Device Financing GTM



**ATL &  
Incentives**  
20%

Incentives focused on top 3 countries in each region

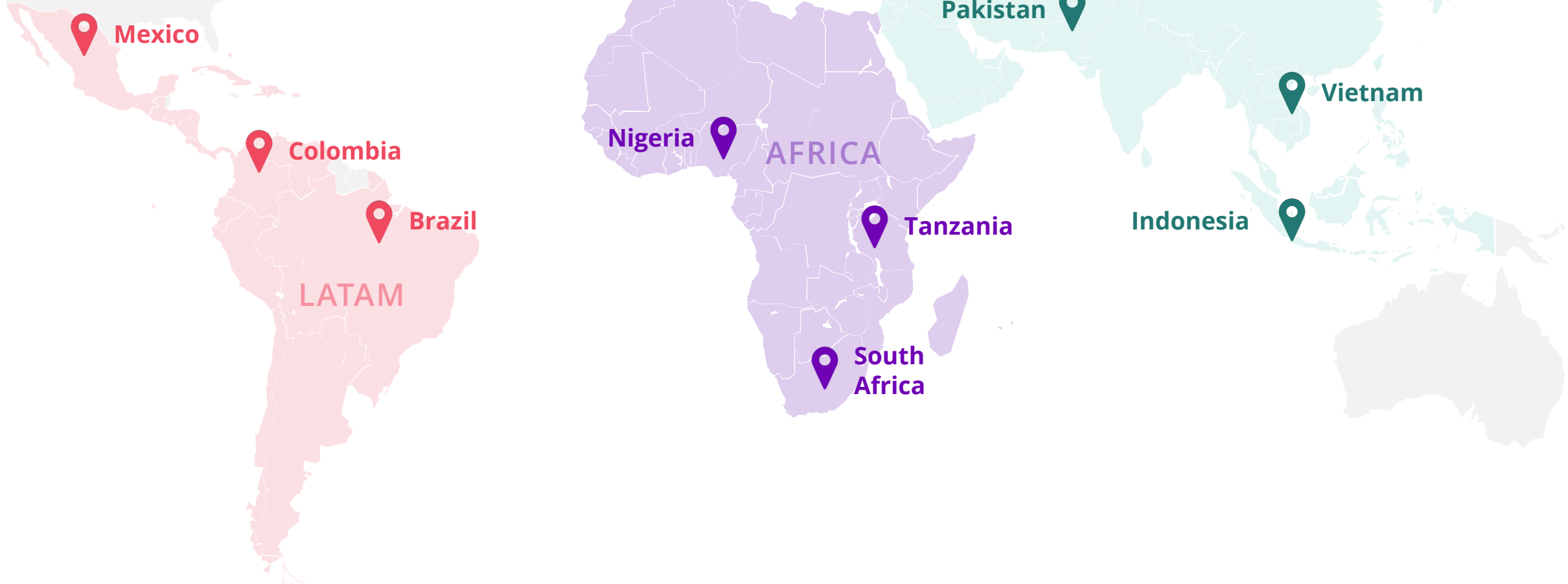
Strict criteria for incentive program and ATL eligibility

Incentive rewards structured to drive usage

Contributions from other partners required



# GTM support priority countries



# User Engagement program

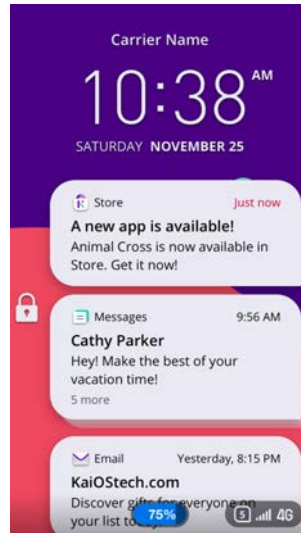
## USER JOURNEY

Onboarding experience

Data bundles with carriers

Training at the retail point

Push notification & SMS campaigns



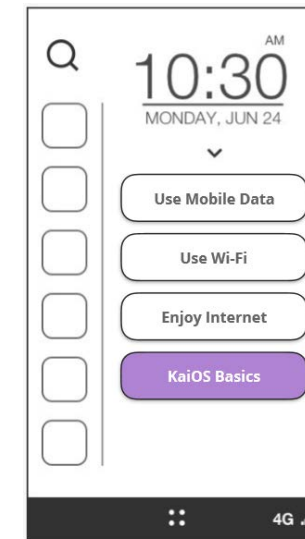
Apps discoverability improvement



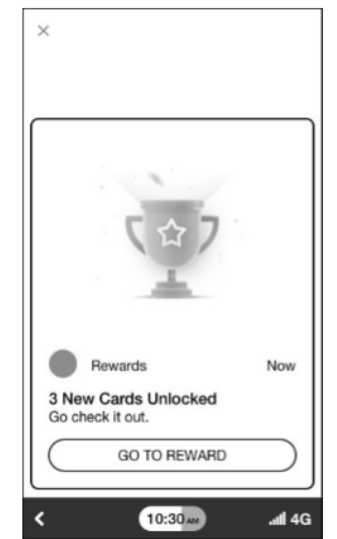
Cards on home screen



Assistance to connectivity



Rewards to incentivize users

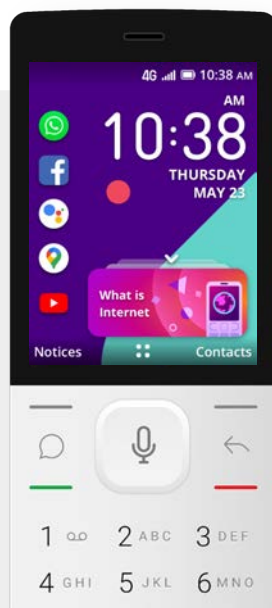


# KaiOS, a bridge from feature to smartphone



## Feature phone

Basic UX  
Voice and text  
Minimal services



## Smart feature phone

Internet-connected  
Basic smartphone services  
Familiar, button UX  
Simple form factor



## Smart Touch

Full internet experience  
Essential smartphone services  
Optimized Touch UX  
Aspirational form factor



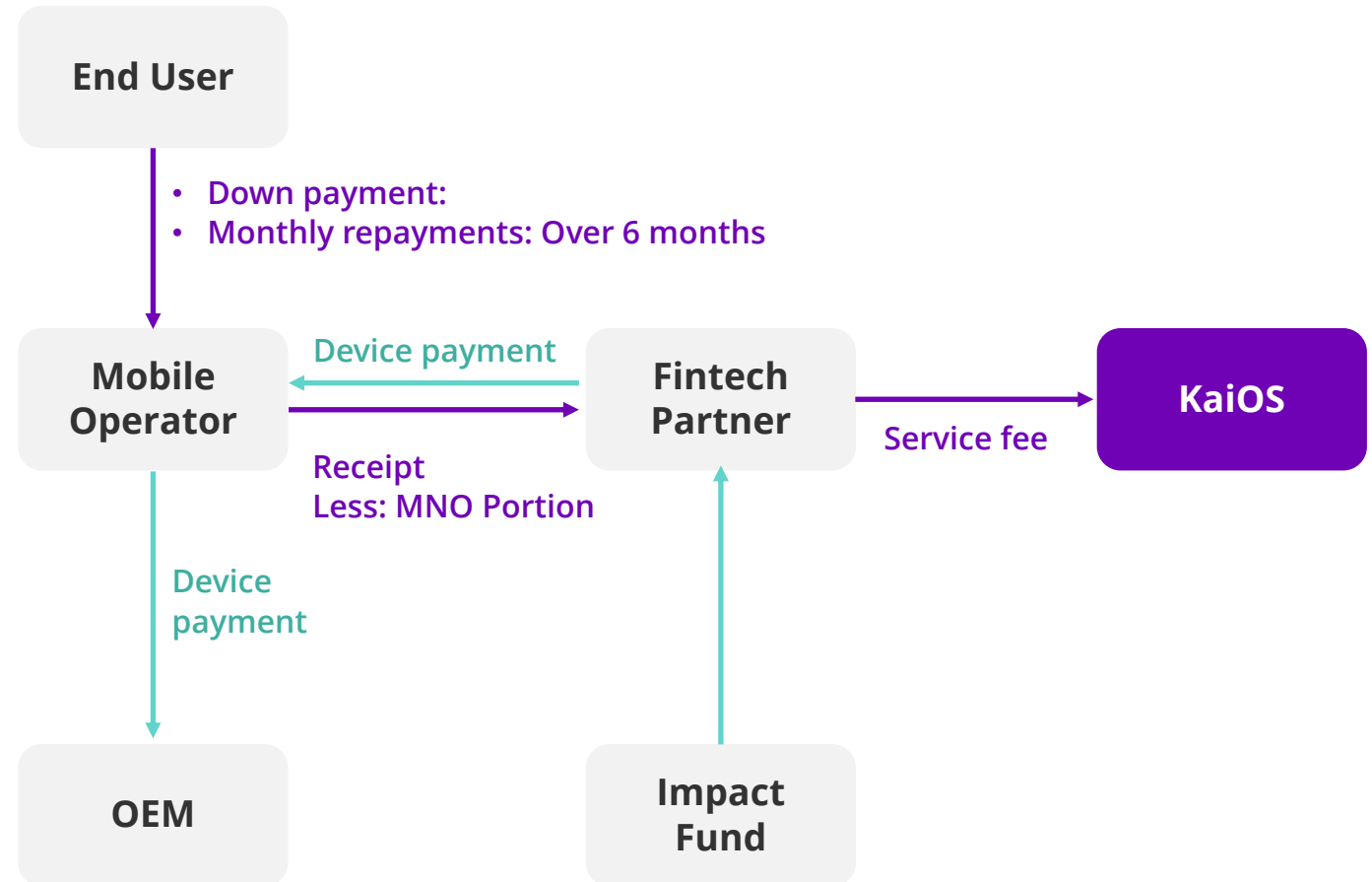
## Smartphone

Full UX  
High-end digital experience

# Device Financing program & fund

## Program overview

1. Mobile Operator sends anonymized files to Fintech Partner.
2. Fintech Partner does scoring and pre-selects customers. Sends to Mobile Operator.
3. Mobile Operator sends push notification to pre-selected customers.
4. Fintech Partner finances on a batch-by-batch basis.



# Thank you!



# KaiOS

# Product Overview

Joyce Shen



# Agenda

## 1. Product growth

- i. **Growth at a glance:** Features, monetization, language
- ii. **New product line:** Smart Touch
- iii. **Key features highlight**
- iv. **Chipset roadmap**
- v. **Quality:** MTBF, power

## 2. Future: KaiOS 3.0

## 3. Roadmap: Product timeline overview

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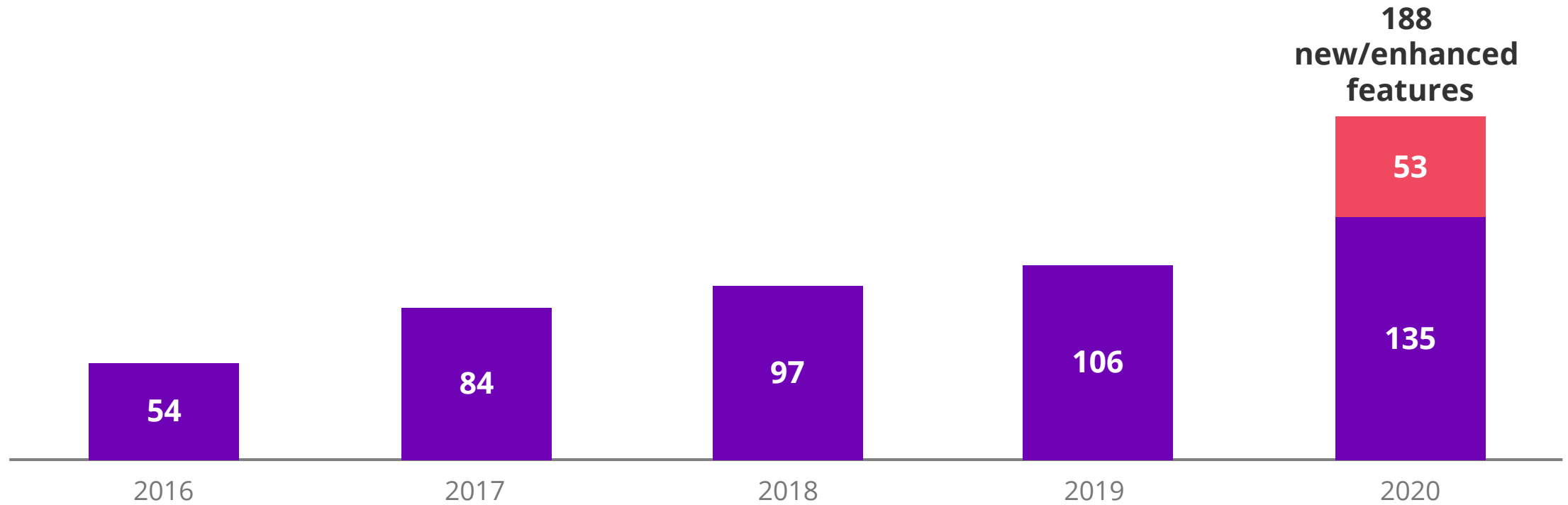
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# Features

Total cumulative new/enhanced features by year

Smart Touch  
Smart Feature Phone

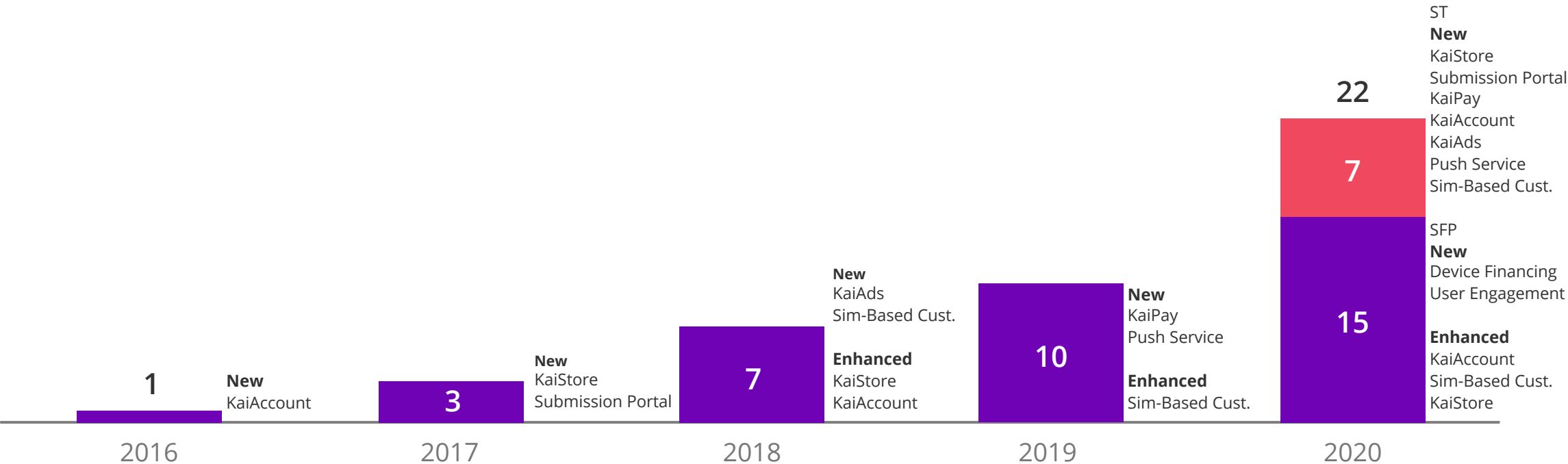


SOURCE Product; Updated as of 03/23/20

# Monetization features

Total cumulative new/enhanced monetization features by year

- Smart Touch
- Smart Feature Phone



SOURCE Product; Updated as of 03/23/20

# 88 languages supported

in KaiOS smart feature phone

Africans	Bulgarian	English (US)	Hindi	Macedonian	Punjabi	Swedish
Albanian	Catalan	Estonian	Hungarian	Maithili	Romanian	Tajik
Arabic	Chinese Simplified	Filipino/Tagalog	Icelandic	Malay	Romanian (Moldavia)	Tamil
Armenian	Chinese Traditional (Hong Kong)	Finnish	Indonesian	Malayalam	Russian	Telugu
Assamese	Chinese Traditional (Taiwan)	French	Italian	Manipuri	Sanskrit	Thai
Azerbaijani	Croatian	French (Canada)	Kannada	Marathi	Santali	Turkish
Basque	Czech	Galician	Kashmiri	Nepali	Serbian	Ukrainian
Belarusian	Danish	Georgian	Kazakh	Norwegian	Sindhi	Urdu
Bengali	Dogri	German	Khmer	Oriya	Sinhalese	Vietnamese
Bengali (Bengali)	Dutch	Greek	Konkani	Pashto	Slovak	Xhosa
Bodo	English (GB)	Gujarati	Lao	Persian (Farsi)	Spanish	Zulu
Bosnian	Hebrew	Hausa	Latvian	Polish	Spanish (LATAM)	
Brazilian Portuguese		Lithuanian		Portuguese	Swahili	

SOURCE Product; Updated as of 03/23/20

# Agenda

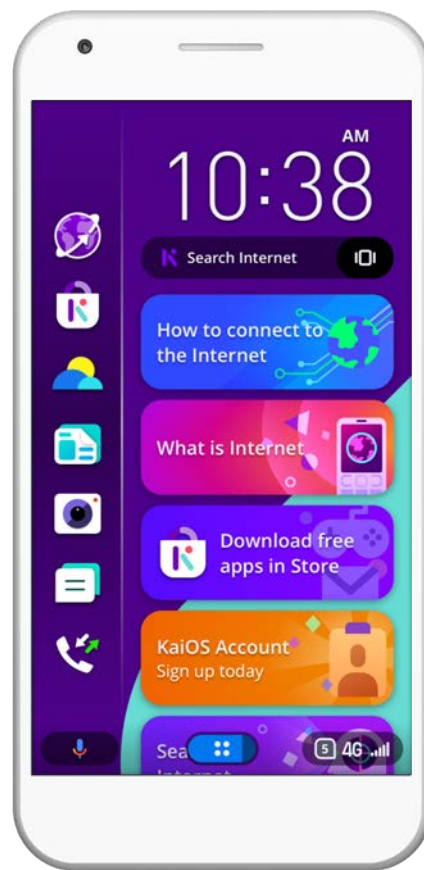
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# Smart Touch



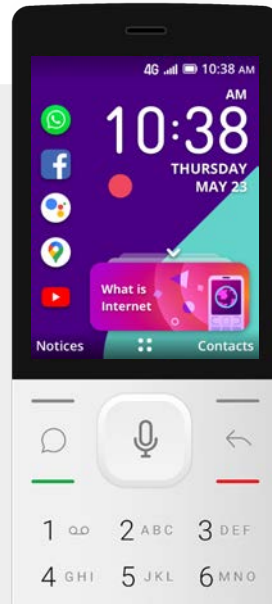


# KaiOS, a bridge from feature to smartphone



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Minimal services



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Internet-connected  
Basic smartphone services  
Familiar, Key-Pad UX  
Simple form factor



## Smart Touch

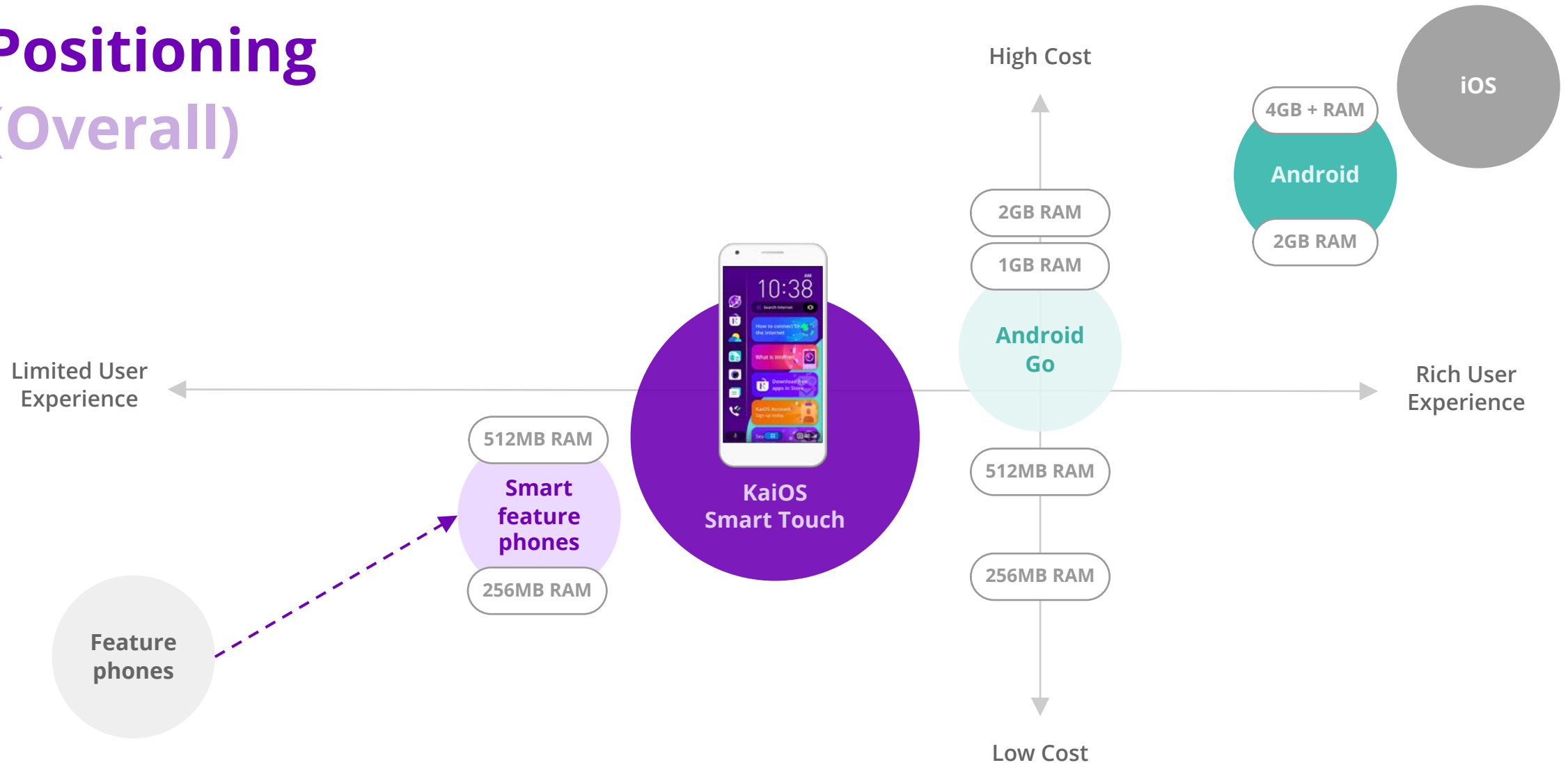
Full internet experience  
Essential smartphone services  
Optimized Touch UX  
Aspirational form factor



## Smartphone

Full UX  
High-end digital experience

# Positioning (Overall)



# A light phone with all the essentials

## Affordable

Smartphone power at competitive prices.



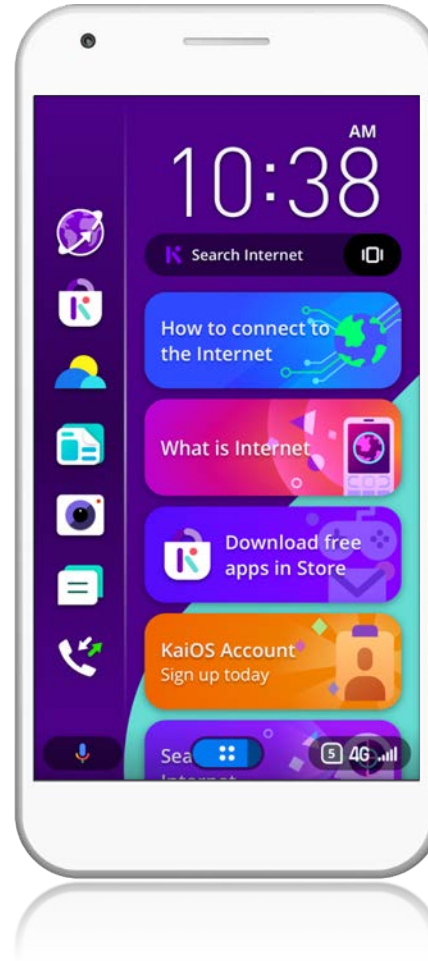
## Welcome to Internet

Touch capability to make all websites accessible through web browser.



## User Engagement

Design optimized for first-time internet users.



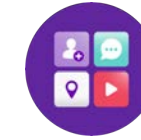
## Display

Smart Touch gives a larger display for media streaming compared with Smart Feature Phone.



## Carrier-aligned

An alternative built around carrier needs.



## Solid performance

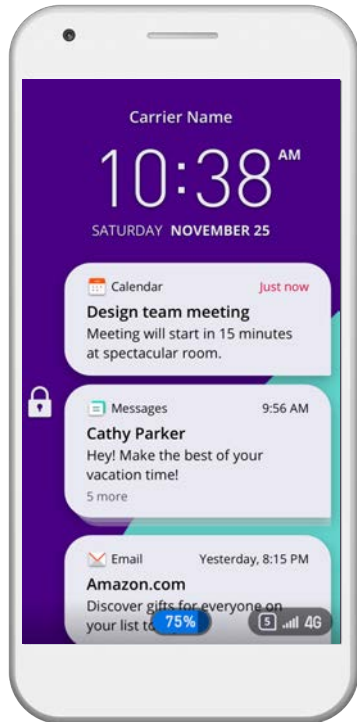
Reliable performance on limited memory guaranteed.



# UX: Intuitive interface for first-time Internet users

All major screens/actions are **one tap away**.

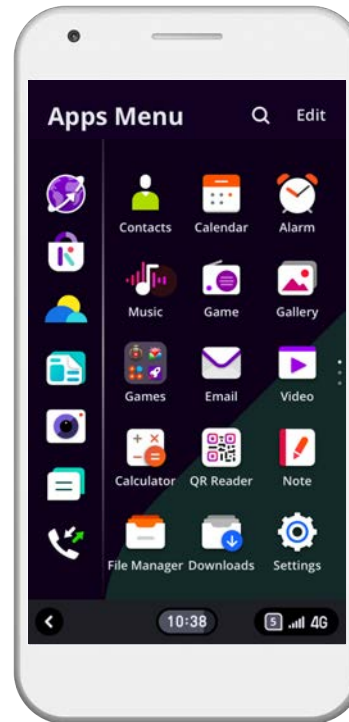
No hidden gestures nor complicated navigation behavior.



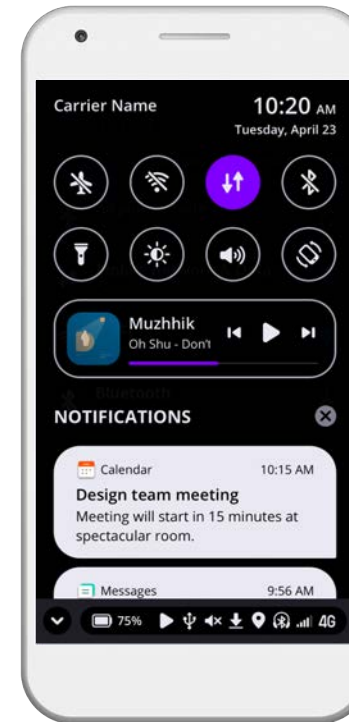
Lock Screen



Home Screen



App Menu



Instant Panel



App

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# KaiAccount

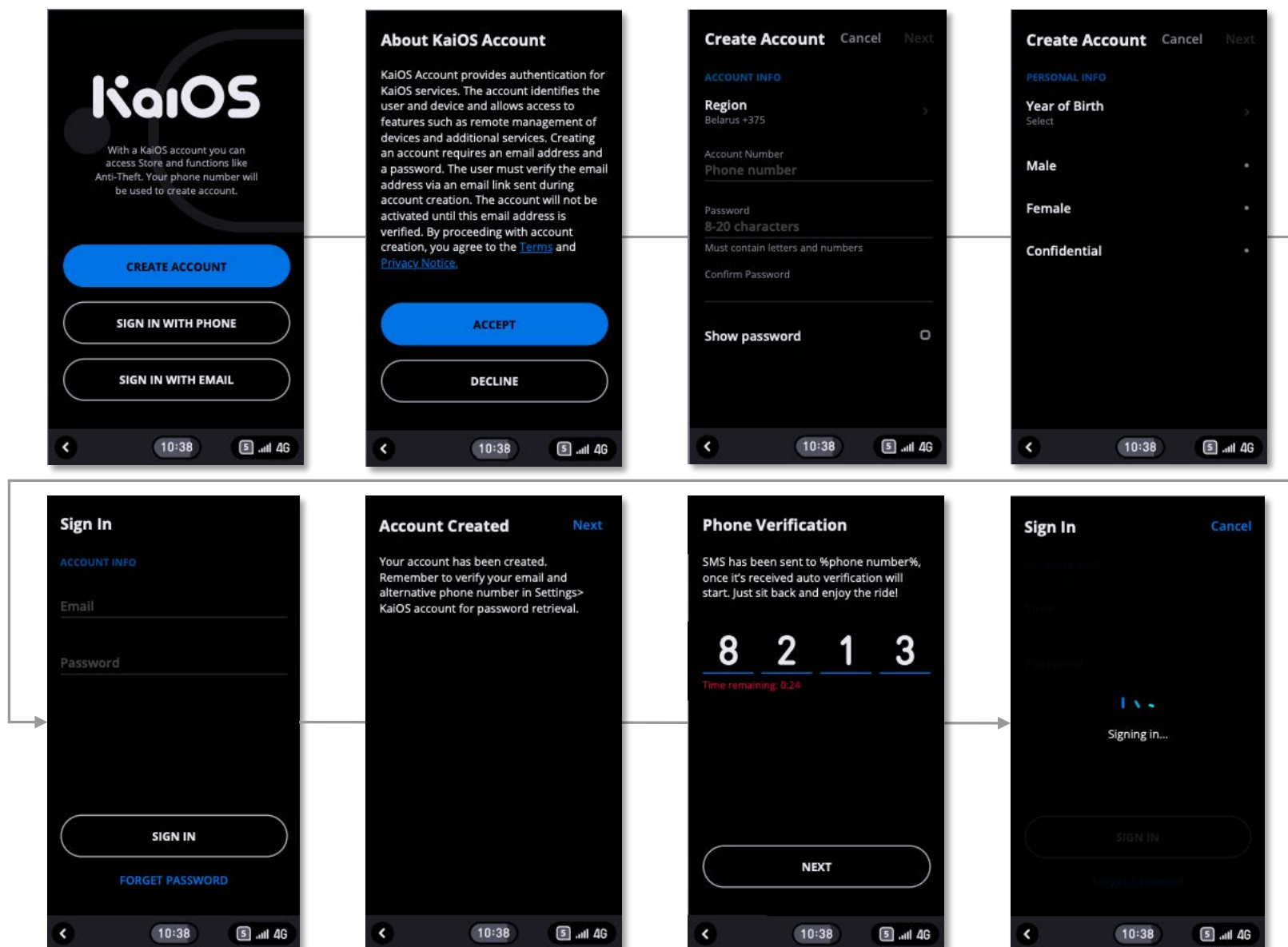
KaiAccount is created to associate KaiOS services to user. It brings seamless data across devices.

First applied case goes to Anti-Theft. Latest goes to KaiPay. End users are required to create a KaiAccount when they download paid apps.

KaiAccount V2 allows users to create account using phone number instead of email.

**Feature released in:** All

**Time to market:** May 2020





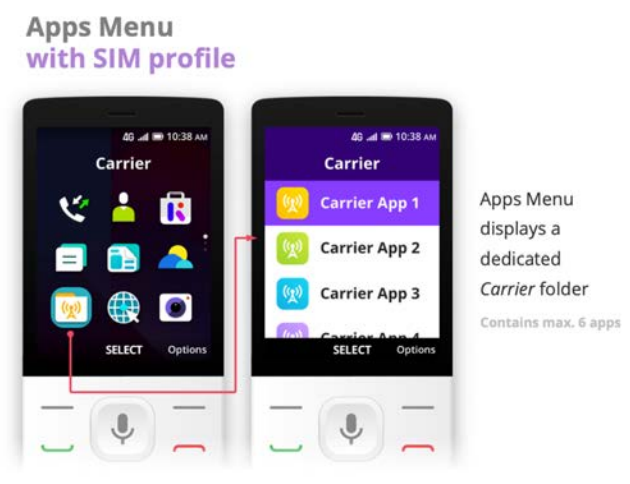
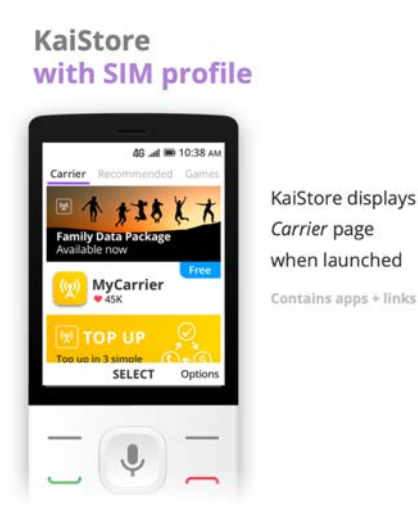
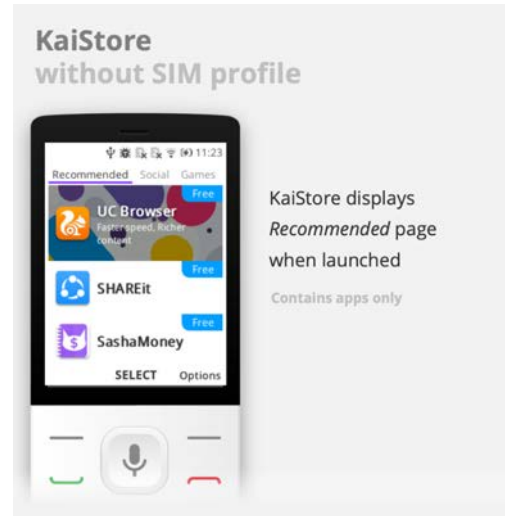
# SIM-Based Customization

SIM-based customization provides opportunities using one single SKU to enable global operators and OEMs with various customization needs.

New features include: Dynamic Carrier folder (icon & name), Carrier tab (carrier app list & web-based links), and administration site

**Feature enhancement in:** SFP 2.5.3.1

**Time to market:** May 2020



# Google Voice Assistant (GVA)

Google Voice Assistant plays an important role in smart feature phones and smart touch

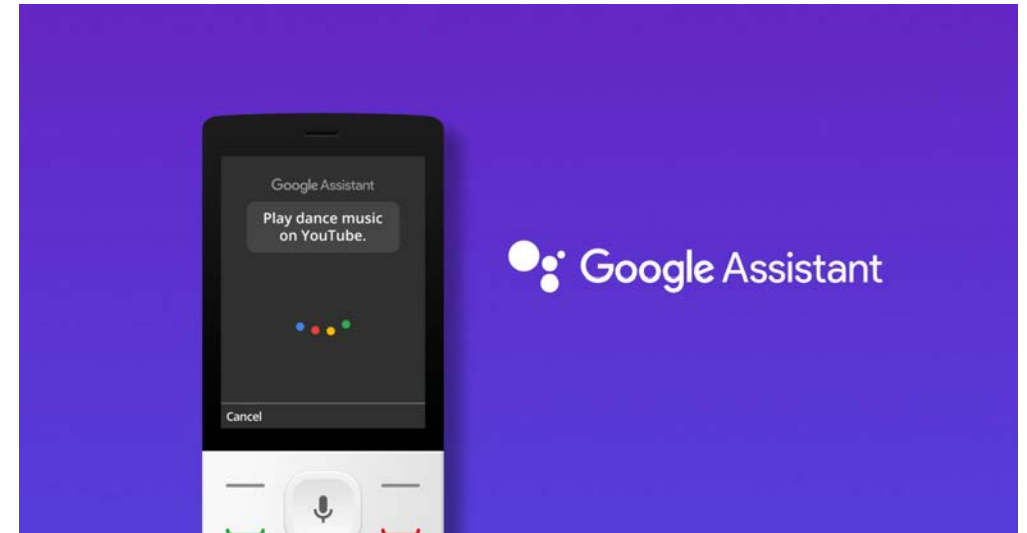
Google Assistant offers voice commands that allows users to skip the keypads when replying messages

**Feature released in:** All smart feature phones

**Time to production:** Smart feature phone- Released/ Smart touch:  
June 2020

## Supports 21 languages

Bengali (India), English (India), English (US), English Australia, English\_Canada, English (Singapore), French (France), French (Canada), German (Germany), Spanish (US), Spanish (MX), Spanish (Spain), Italian (Italy), Thai (Thailand), Bahasa (Indonesia), Hindi, Marathi, Tamil, Telugu, English (Great Britain), Portuguese (Brazil)





# WhatsApp Voice Over IP (VoIP)

To further collaborate with WhatsApp, KaiOS works with WhatsApp to bring Voice Over IP (VoIP) to Smart Feature Phones.

VoIP allows users to connect WhatsApp calls through data.

**Feature to be released in:** SFP 2.5.x onwards

**Time to production:** Q2 2020



# Regulation Compliances

KaiOS implements the following features to fulfill compliance to the latest regional regulations

FCC:

- RTT (Real-Time Text)
- WEA 3.0 (Wireless Emergency Alert)
- Wifi Crowd sourcing for 911
- STIR/SHAKEN (Screen spoofed robocalls)

ETSI:

- AML (Advanced Mobile Location)

**Feature to be released in:**

SFP 2.5.3: AML, WEA 3.0, RTT

SFP 2.5.4: Wifi Crowd sourcing for 911, STIR/SHAKEN

**Time to production:** Q3 2020



# Location Service Enhancement

KaiOS Advanced Location solution

- Collaboration with the 3rd party partners to bring precise indoor/outdoor positioning services to apps and end users

**Feature to be released in:** SFP 2.5.3 onwards

**Time to production:** Q3 2020



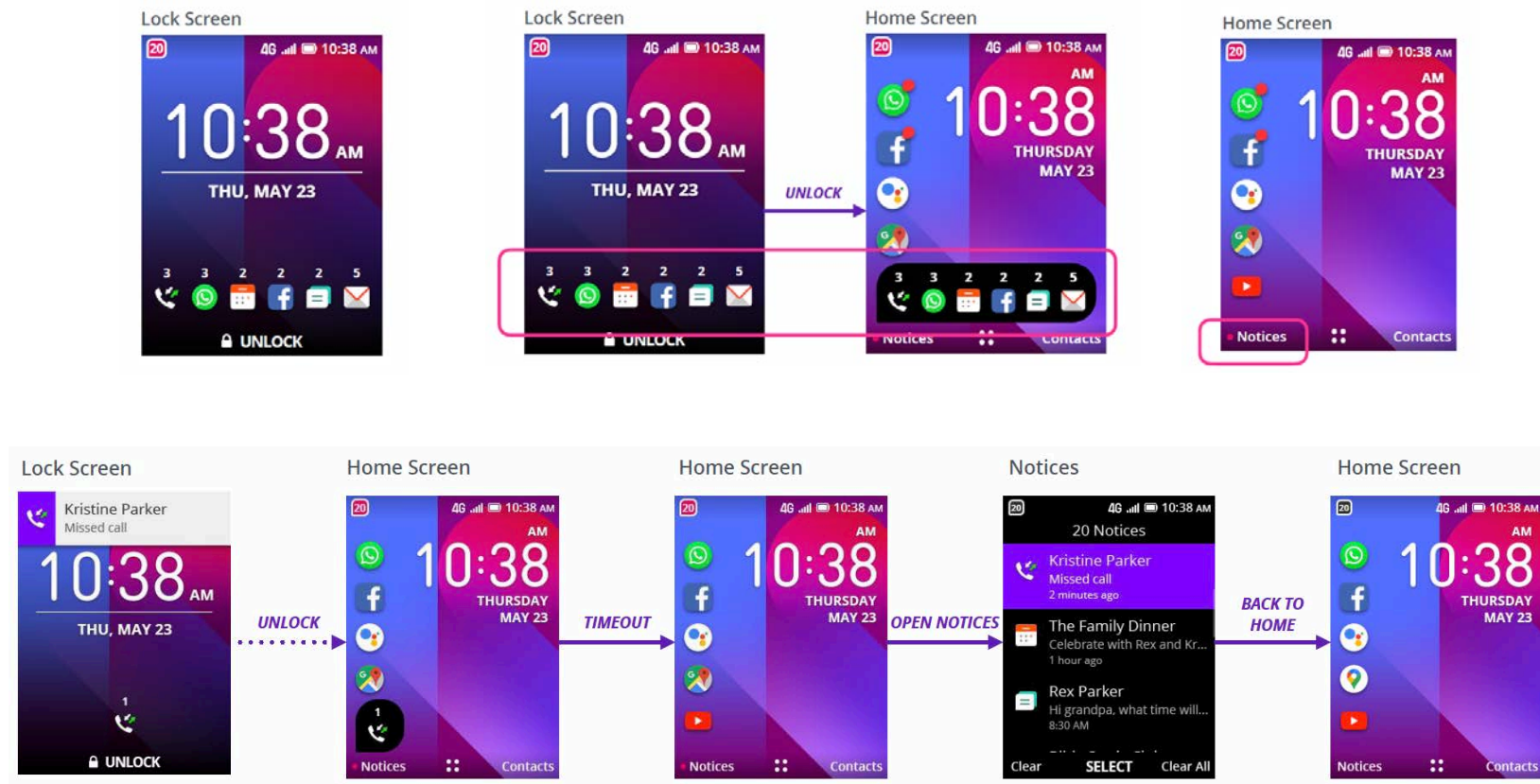
# Notification Enhancement

KaiOS New Notification provides

- Actual app icons presented in linear timeline base
- Continuous awareness: Notices summary presented on home screen after device is unlocked and disappear upon timeout
- New Notices Indicator at LSK Key
- Notice Indicator state change

**Feature to be released in:** SFP 2.5.3.1 onwards

**Time to production:** Q2 2020

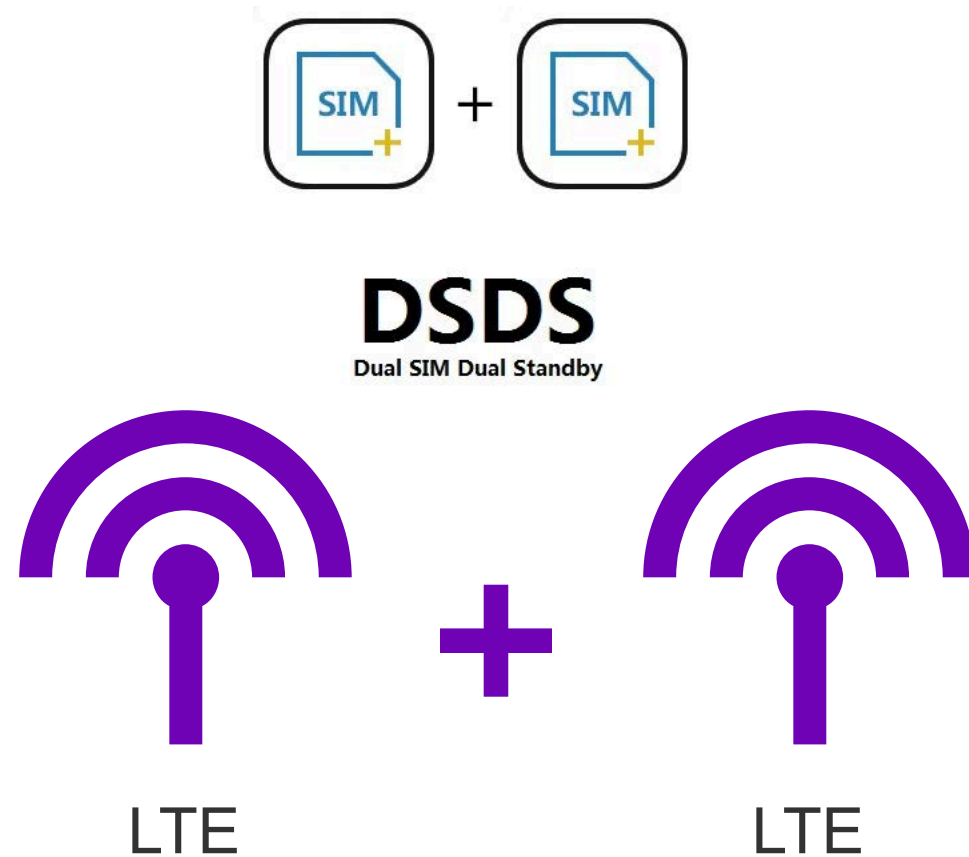


# Dual SIM LTE support

KaiOS supports Dual LTE SIM Dual standby simultaneously with 1 LTE providing service (available on select chipsets)

**Feature to be released in:** SFP 2.5.3.2

**Time to production:** Q2 2020



# SFP New and Enhanced Features From 2018 to 2020

Key

New features

Major enhancements

Dec 2016

Jul 2017

Nov 2017

Jul 2018

Dec 2018

Jun 2019

Feb 2020

May 2020

Jun 2020

Jul 2020

Aug 2020

Dec 2020

## System

- 1.1.2 Gecko 78+
- 1.2.2 AOSP Q
- 1.3 FOTA
- 1.4 OMA-CP
- 1.5 Landscape UI
- 1.6 Thermal API
- 1.7 CLI matching
- 1.8 Earphone playback function
- 1.9 Clean Up
- 1.10 WEA3.0
- 1.11 AML(Advanced Mobile Location)
- 1.12 Widevine online DRM
- 1.13 Memory Cleaner
- 1.14 Always On Voice (AOV)
- 1.15 Facial Recognition (FR)
- 9.1 STIR
- 9.2 Remote SIM unlock
- 9.5 SUPL 2.0
- 9.7 Wireless Priority Service
- 9.8 Verizon MVS
- 9.9 PCO (Verizon)

## Connectivity

- 2.1 IMS - VoLTE (4G only)
- 2.2 IMS - VoWiFi
- 2.3 IMS - ViLTE (4G only)
- 2.4 PLMN lock
- 2.5 Ipv6 support
- 2.6 WiFi Passpoint
- 2.7 4G data (4G only)
- 2.8 TD-SCDMA
- 2.9 WiFi
- 2.10 Bluetooth
- 2.11 GPS
- 2.12 USB tethering
- 2.13 WiFi tethering
- 2.14 DSDS
- 2.15 WAPI
- 2.16 IMSI API
- 2.17 RTT (Real Time Text)
- 2.18 eMBMS
- 2.19 National Roaming
- 2.20 L+L

## Essential Apps

- 3.1 Dialer
- 3.2 Contacts
- 3.3 System App
- 3.4 Camera
- 3.5 Message
- 3.6 Clock
- 3.7 Gallery
- 3.8 Calendar
- 3.9 Music
- 3.10 FM radio
- 3.11 Launcher
- 3.12 Browser
- 3.13 Video
- 3.14 Calculator
- 3.15 Settings
- 3.16 Torch
- 3.17 FDN
- 3.18 SDN
- 3.19 First Time Use
- 3.20 Accessibility
- 3.21 Lock Screen
- 3.22 Account & Sync
- 3.23 WAPpush
- 3.24 CMAS
- 3.25 Call recording
- 7.1 Email
- 7.4 File Manager
- 7.5 Unit Converter

## OEM support & Language

- 4.1 Engineering menu
- 4.2 MMI app
- 4.3 STK (Sim Tool Kit)
- 4.4 Developer mode
- 5.1 Right-to-Left display
- 5.2 Language support
- 5.3 IME engine support

## Kai Services

- 6.1 Activation metrics
- 6.2 KaiOS Developer Website
- 6.3 KaiOS App Submission Portal
- 6.4 Kai Store
- 6.5 Kai Pay
- 6.6 Kai Account
- 6.7 Kai Ads
- 6.8 Push Service
- 6.9 Sim-Based Customization
- 6.10 Anti-theft
- 6.11 Device Financing
- 6.12 User Engagement

## Store Apps

- 7.2 Audio Recorder
- 7.3 Notes
- 7.6 World Clock
- 7.7 QR Reader
- 7.8 To-Do
- 7.9 Weather
- 7.10 News
- 7.11 Life
- 8.1 Google Maps
- 8.2 Google Voice Assistant
- 8.3 Google Search
- 8.4 YouTube
- 8.5 Facebook
- 8.6 WhatsApp

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## 2. Future: KaiOS 3.0

## 3. Roadmap: Product timeline overview

# Smart Feature Phone: 2020—2021 Chipset Plan




Key
Maintenance
Execution
Plan
Discussion

Product						
	8905/8909	QM215	6572	6731/6739	7731E	9820E
2.5.1	Maintenance		Maintenance		Maintenance	Maintenance
2.5.2	Maintenance			Maintenance		
2.5.3.0/1	Q1 2020			Q1 2020		Q1 2020
2.5.3.2				Q2 2020		Q2 2020
2.5.4.0/1/2	Q3 2020					
3.0.0	Q4 2020	Q4 2020		In discussion		In discussion



# Smart Touch: 2020—2021 Chipset Plan

Key
Maintenance
Execution
Plan
Discussion

Product						
	8905/8909	QM215	6572	6731/6739	7731E	9820E
Touch 1.0.0	Q2 2020	In discussion		Q2 2020		Q2 2020
Touch 2.0.0	In discussion	Q4 2020		Q1 2021		In discussion

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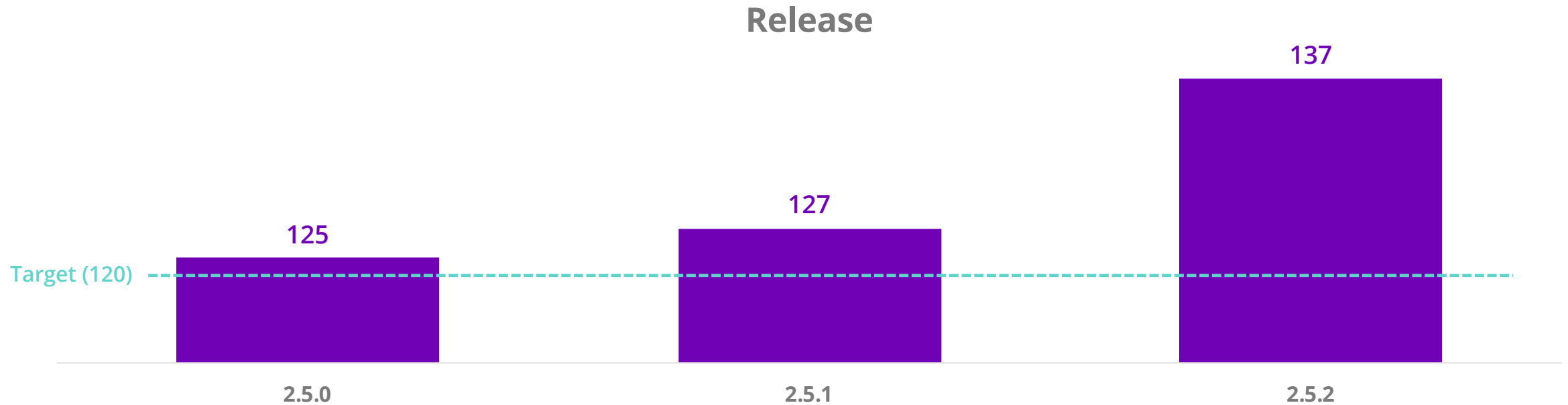
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# All KaiOS releases consistently exceed target MTBF<sup>1</sup> goals

Average<sup>2,3</sup> MTBF by release (hours)

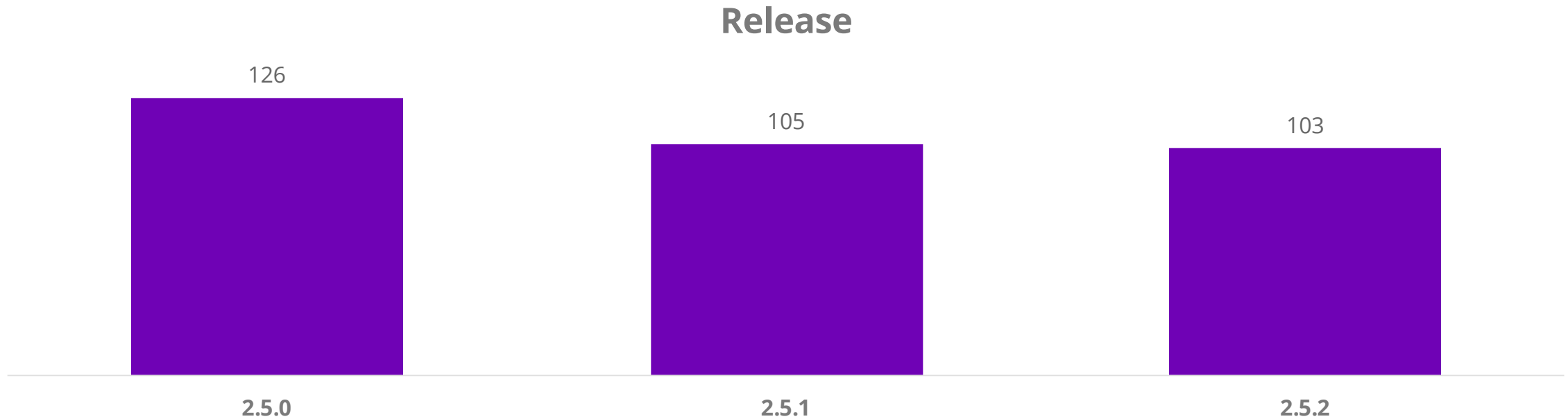


1. Mean time between failure
2. Average 1-month available MTBF data before first product test by release version (Device: Qualcomm, Branch: 2.5)
3. MTBF equation:  $\text{sum}(\text{MTBF TIME of each device}) / [\text{CRASH+ test device amount}]$

SOURCE Product; Updated as of 03/23/20

# KaiOS releases have stable power consumptions overtime

Mean<sup>1</sup> of P0 power consumptions by release (Milliampere)



1. Latest available P0 power consumption test cases on 4G for each release (Device: Qualcomm, Branch: 2.5)

SOURCE Product; Updated as of 03/23/20

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# KaiOS 3.0

**KaiOS 3.0 is a complete upgrade since KaiOS 2.5, including:**

- Latest Mozilla Gecko engine (version 78), in collaboration with Mozilla
- Latest chipset Board Support Package & Linux kernel

**Variable major features come with the latest Gecko engine, including:**

- Web Assembly
- Latest HTML/CSS and JavaScript standards
- Comprehensive PWA support
- HTTP/3
- WebGL 2.0



# Enhanced security on KaiOS 3.0

KaiOS 3.0 will also dramatically improve security with the following:

- Hardening of some modules in Rust, a safe system language
- TLS 1.3
- Improved JavaScript JIT compiler security
- Plenty of CVE security fixes

**Rust Programming Language**



**TLS 1.3**



# Agenda

## 1. Product growth

- i. **Growth at a glance:** Features, monetization, language
- ii. **New product line:** Smart Touch
- iii. **Key features highlight**
- iv. **Chipset roadmap**
- v. **Quality:** MTBF, power

## 2. Future: KaiOS 3.0

## 3. Roadmap: Product timeline overview



# Overview of KaiOS Product Pipeline (2016—2021)

KaiOS product expands into 2 product lines by 2020: Commercial Software (CS) dates

2016

KaiOS  
Smart  
Feature  
Phone

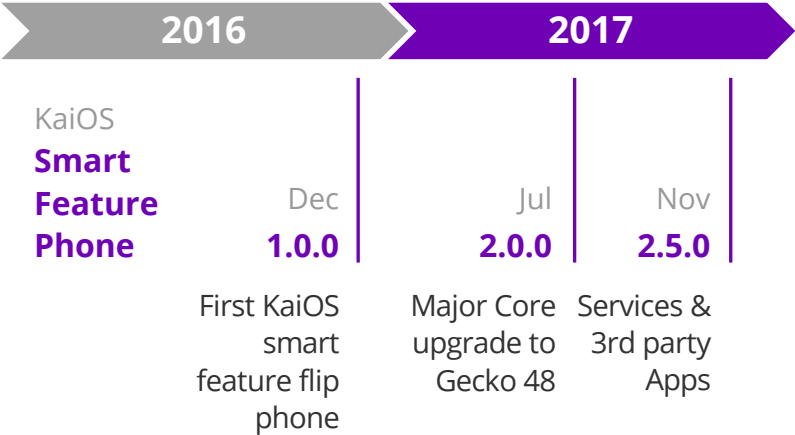
Dec  
1.0.0

First KaiOS  
smart  
feature flip  
phone

SOURCE    Product; Updated as of 03/25/20

# Overview of KaiOS Product Pipeline (2016—2021)

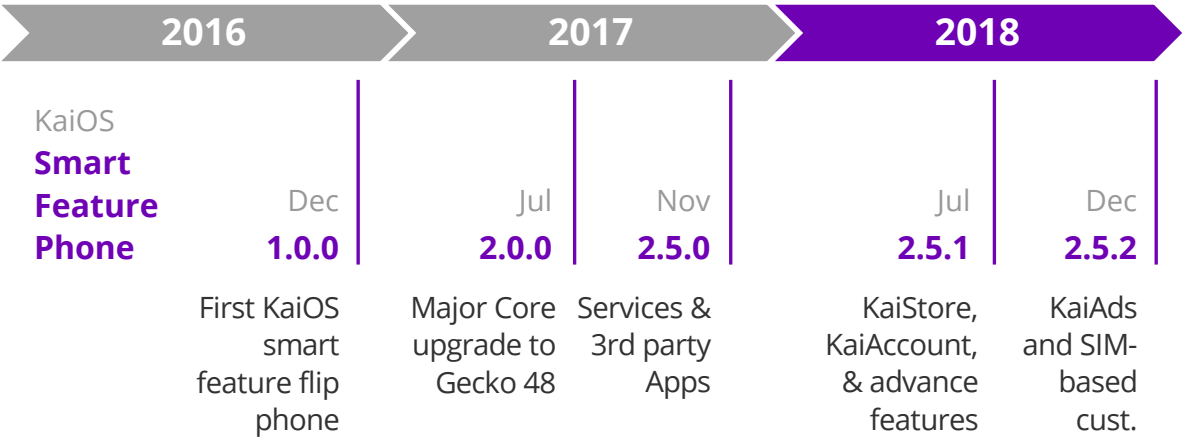
KaiOS product expands into 2 product lines by 2020: Commercial Software (CS) dates



SOURCE Product; Updated as of 03/25/20

# Overview of KaiOS Product Pipeline (2016—2021)

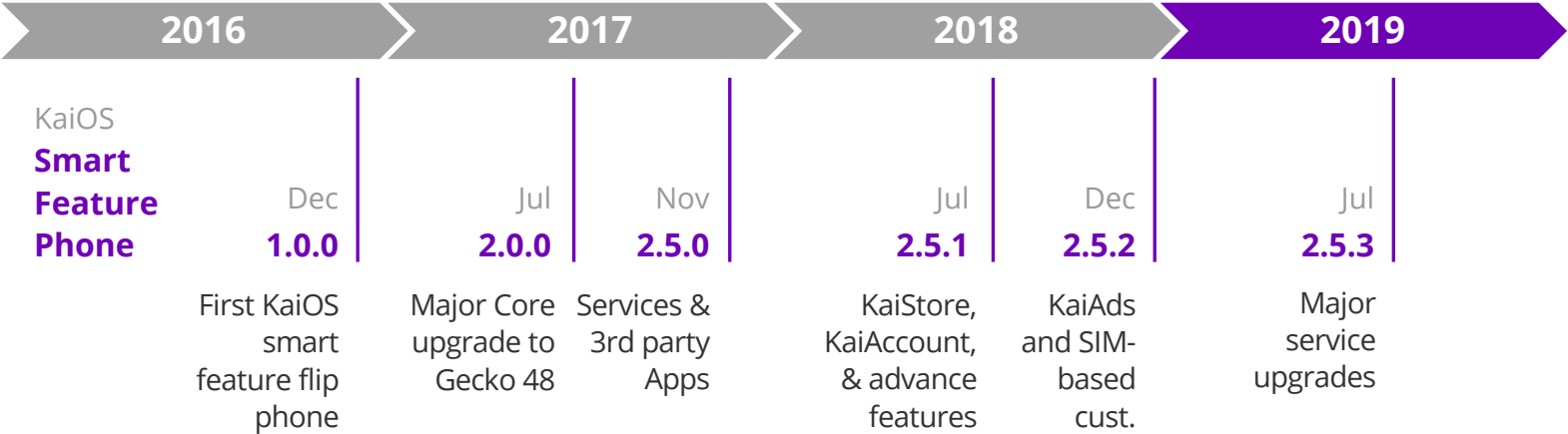
KaiOS product expands into 2 product lines by 2020: Commercial Software (CS) dates



SOURCE Product; Updated as of 03/25/20

# Overview of KaiOS Product Pipeline (2016—2021)

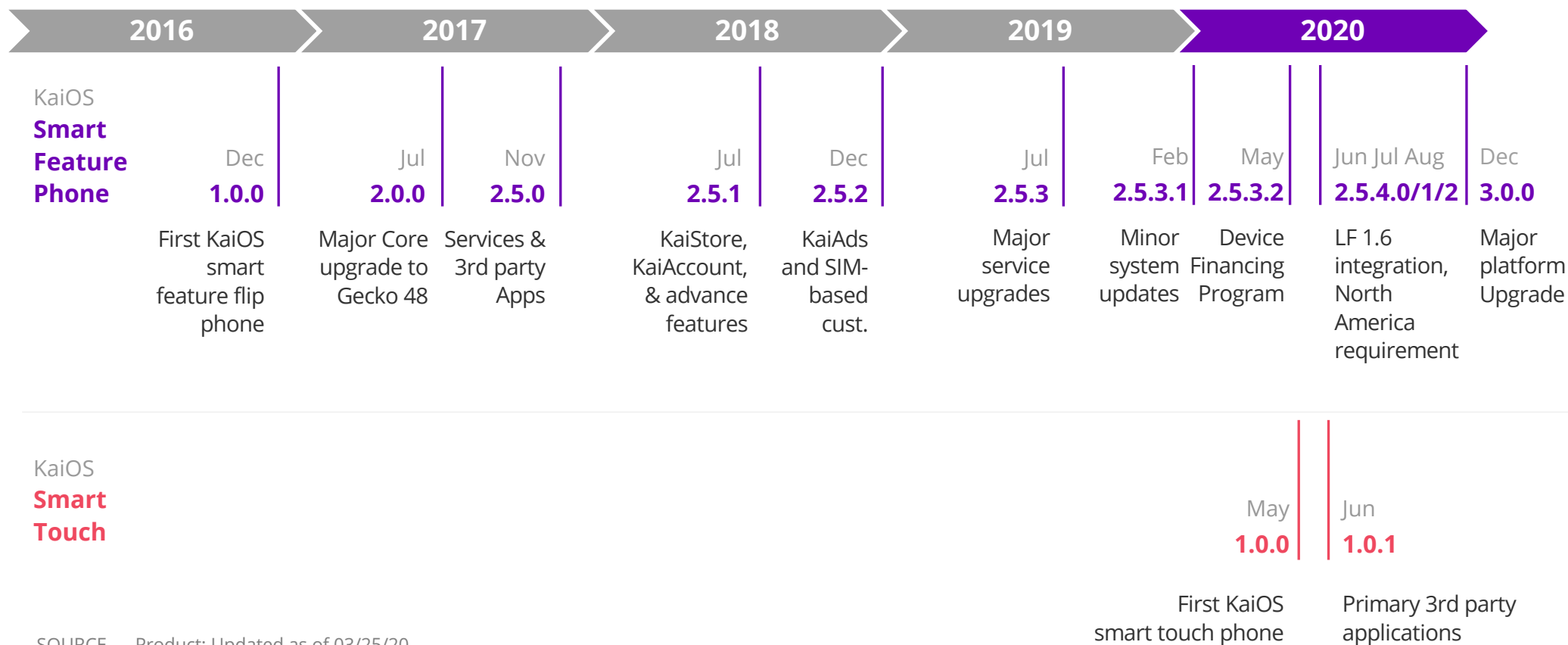
KaiOS product expands into 2 product lines by 2020: Commercial Software (CS) dates



SOURCE    Product; Updated as of 03/25/20

# Overview of KaiOS Product Pipeline (2016—2021)

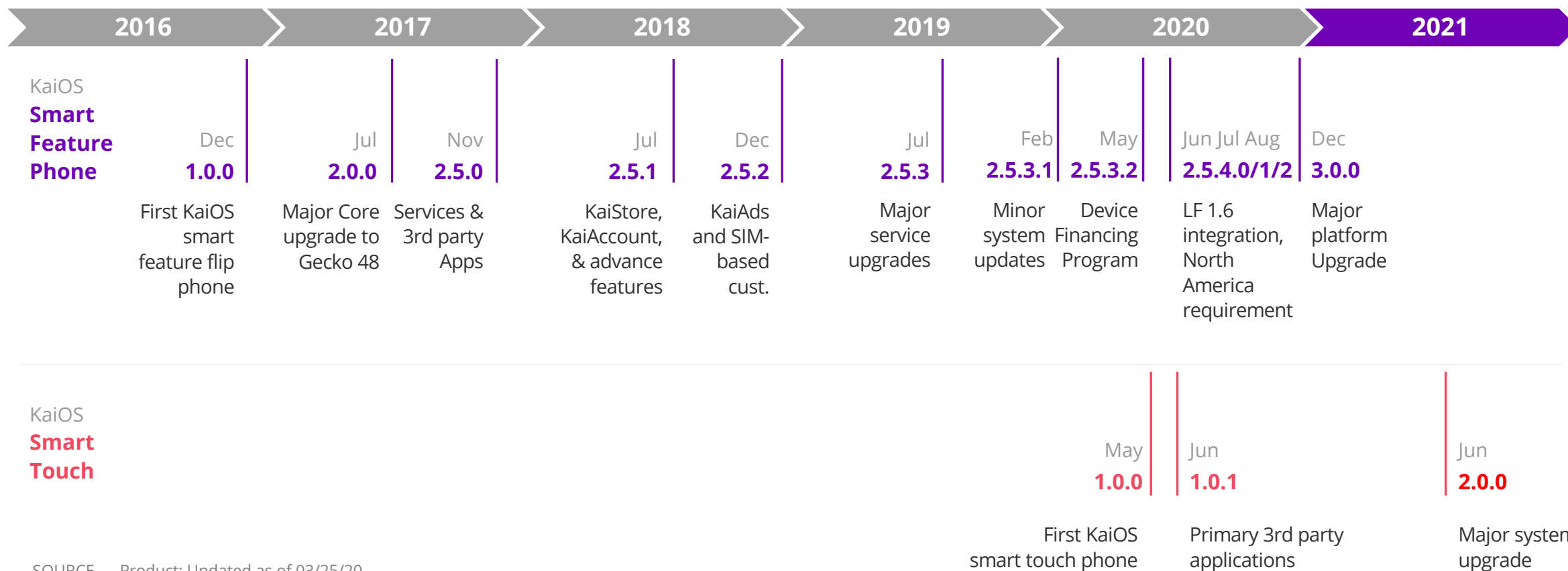
KaiOS product expands into 2 product lines by 2020: Commercial Software (CS) dates



SOURCE Product; Updated as of 03/25/20

# Overview of KaiOS Product Pipeline (2016—2021)

KaiOS product expands into 2 product lines by 2020: Commercial Software (CS) dates



SOURCE Product; Updated as of 03/25/20

# Thank you!

Q&A (5 min.)

# Ecosystem

**Mathieu Boyer — Ecosystem & Partnerships Director**



# Sourcing Apps Metrics

Live apps as of April 1<sup>st</sup> 2019

**55 apps**

From 10 app developers

►

Live apps today

**500+ apps**

From 120+ app developers

►

Target Dec 31<sup>st</sup> 2020

**1,500 apps**

In pipeline as of April 20<sup>th</sup>

**850 apps**

Apps in dev

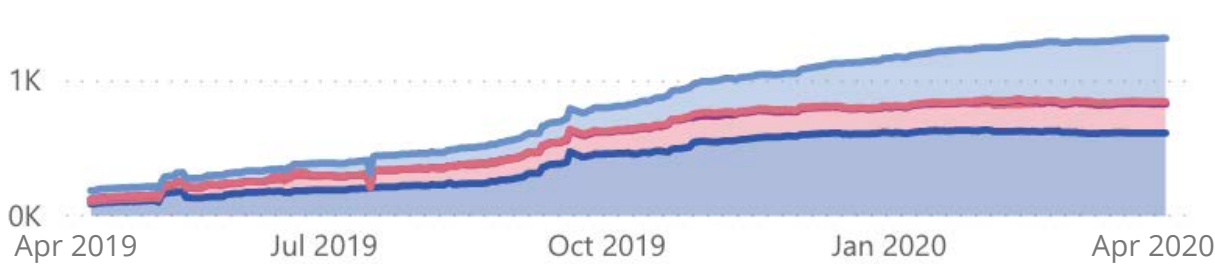
**220+**

Qualified leads

**630+**

Since April 2019

**900% growth**



Apps by languages*	
English	435
Arabic	61
Portuguese	35
Spanish	34
French	34
German	26
Russian	21
Kiswahili	12
Chinese	5
Urdu	2

\*Includes apps with multiple languages

# Sourcing Key Apps Roadmap

## LIVE



**Disney**  
Disney



**Jiji**  
Jiji.ng



**Boomplay**  
Transsion



**Muslim Pro**  
Muslim Pro



**WorldReader**  
Worldreader



**Ted Talks**  
Ted



**Duo**  
Google



**UC Browser**  
Alibaba



**Xender**  
Xender



**Shareit**  
Share it



**Vmate**  
Alibaba



**Kwai**  
Kwai

## IN DEVELOPMENT



**TikTok**  
Bytedance



**Neverthink TV**  
Neverthink



**Wikipedia**  
Wikipedia



**Likee**  
Bigo Live



**Booking.com**  
Booking.com

## IN TOUCH



**Electronic Arts**  
Electronic Arts



**Tinder**  
Tinder



**LinkedIn**  
LinkedIn



**Spotify**  
Spotify Ltd.



**Viber**  
Viber



**Twitter**  
Twitter



**Netflix**  
Netflix, Inc



**Giphy**  
Giphy



**Atari**  
Atari



**IMO**  
Bigo Live



**PacMan**  
Bandai



**Ada**  
Ada Health



**Snapchat**  
Snap Inc



**NewsRepublic**  
Bytedance



**Audible**  
Amazon



**SEGA**  
Sega



**NBA**  
NBA



**Euronews**  
Euronews



**Opera Mini**  
Opera



**OBHAI**  
obhai



**Microsoft**  
Microsoft



**AliExpress**  
Alibaba Mobile



**Telegram**  
Telegram



**Amazon**  
Amazon



**BabyShark**  
Pinkfong



**wikiHow**  
wikiHow



**Mosabi**  
Mosabi

# Know your users



# Know your users

## Abo Awad family

Amman, Jordan



- Family earns \$366 per month
- Father is a construction worker. Mother stays at home with the 5 kids
- **Mother can take care of kids better by accessing health and educational information**
- Family spends 50% of their income on food
- Cannot save much of income. Would like to buy a TV
- **Can benefit from an internet enabled phone as source of affordable entertainment**

## Dos Santos family

Sao Paulo, Brazil



- Family earns \$368 per month.
- Parents work as electrician and housewife.
- **Can increase family income by getting more projects through using instant messaging apps**
- Family spends 60% of income on food
- The next big item to buy is furniture
- **Daughter can benefit from accessing educational material or skills training**

# Know your users

## Limpiado family

Manila, Philippines



- Family earns \$262 per month
- Father work as a welder. Mother runs a small eatery.
- **The children can benefit from entertainment** content such as videos and music, when the parents are out working
- Family spends 40% of income on food, but finds it difficult to save money
- The desired purchase is an automatic washing machine
- **Can benefit from financial education content** to help start saving

## Nshimiyimana family

Rubengera, Rwanda



- Family earns \$251 per month
- Parents work as cattle trader and farmer.
- **Children can benefit from accessing educational and family friendly material**
- Family produces 60% of their own food
- Saving money to buy more agricultural land
- **Can benefit from agricultural, financial and weather content**

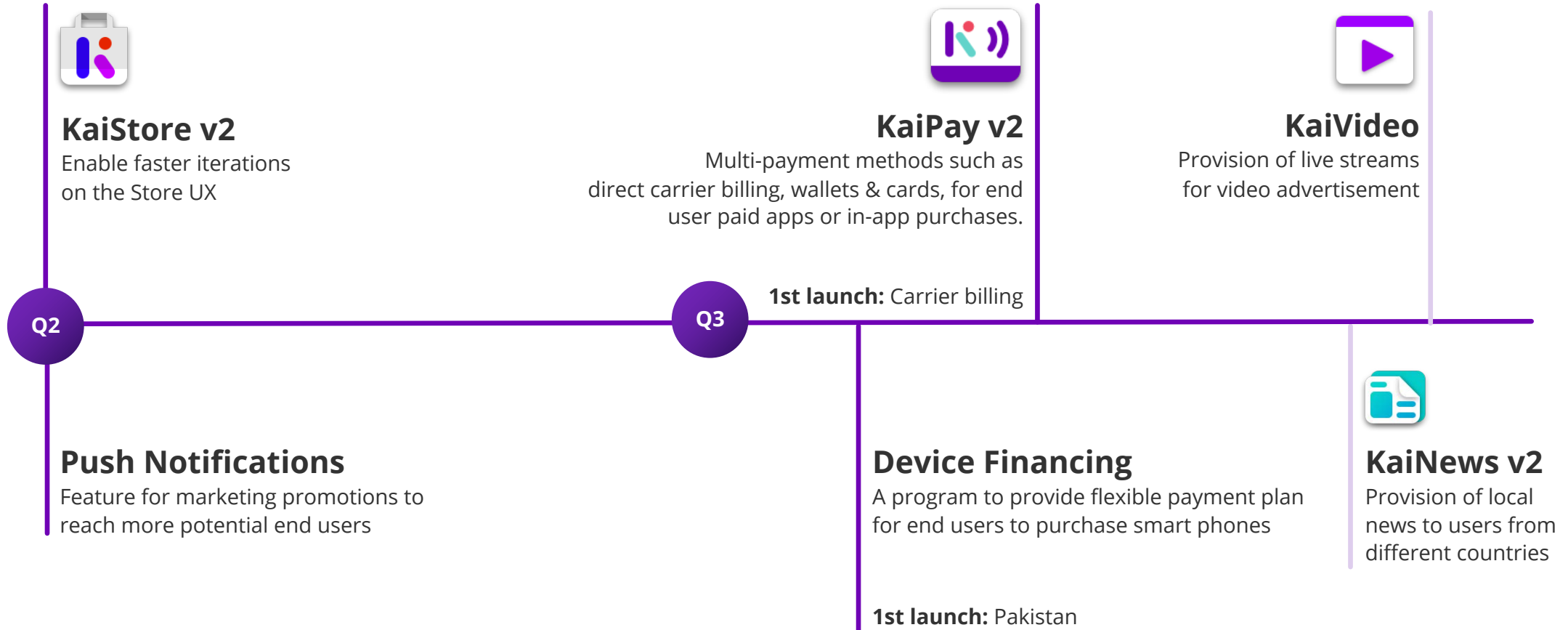
# Thank you!



# Monetization

Remy Trichard — Monetization Products Director

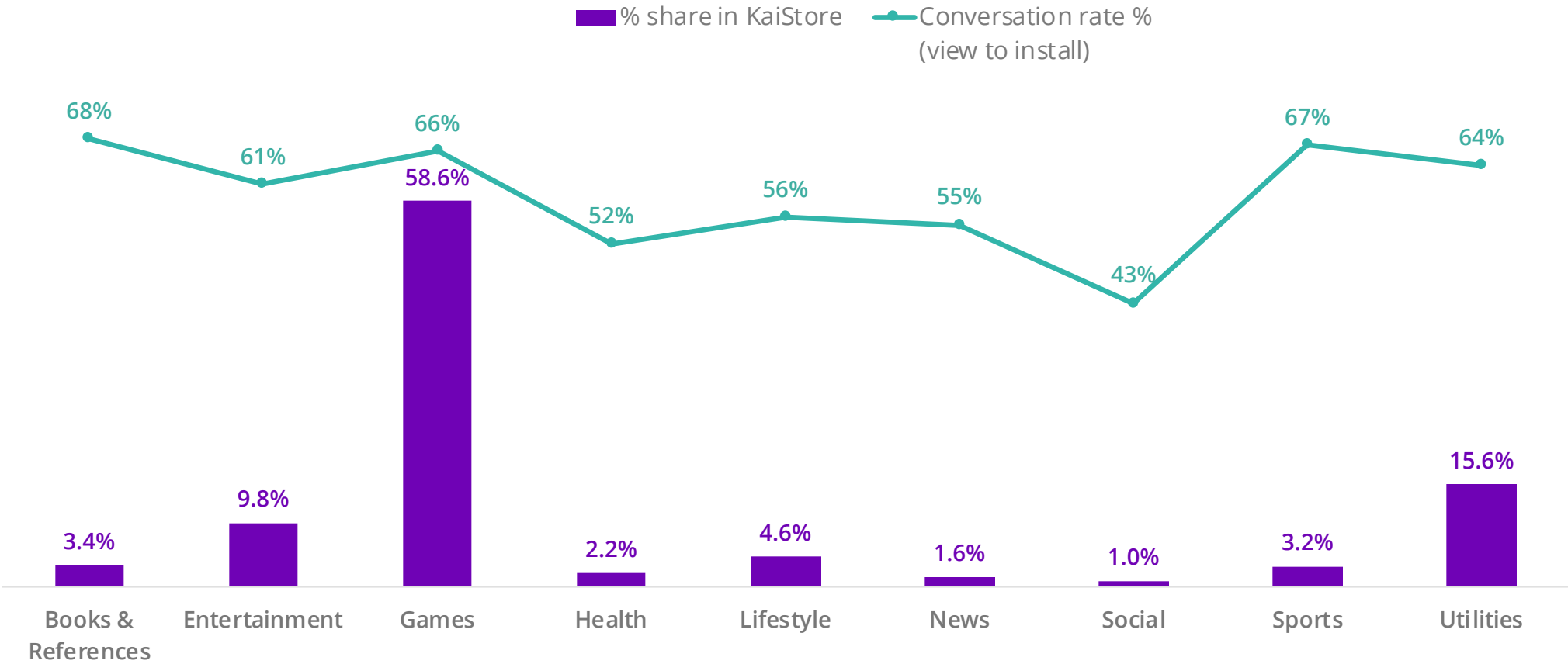
# Product Roadmap





# Ecosystem KaiStore stats

For the month of March 2020



# Ecosystem KaiStore stats

March 2020

## Store penetration % on Device MAU

...who opened the store

**29.7%**

...who viewed apps

**13.1%**

...who installed apps

**10.9%**

## Frequency of each action per device

...who opened the store

**2.6**

...who viewed apps

**5.0**

...who installed apps

**3.9**

# KaiStore 2020 goals

**Better recommendation algorithm**

**Shortened loading time**

**Better statistics (organic vs. ads installs)**

**...and more on the way.**

# KaiAds Architecture

**KaiAds** is an end-to-end programmatic advertising platform supporting the OpenRTB protocol.

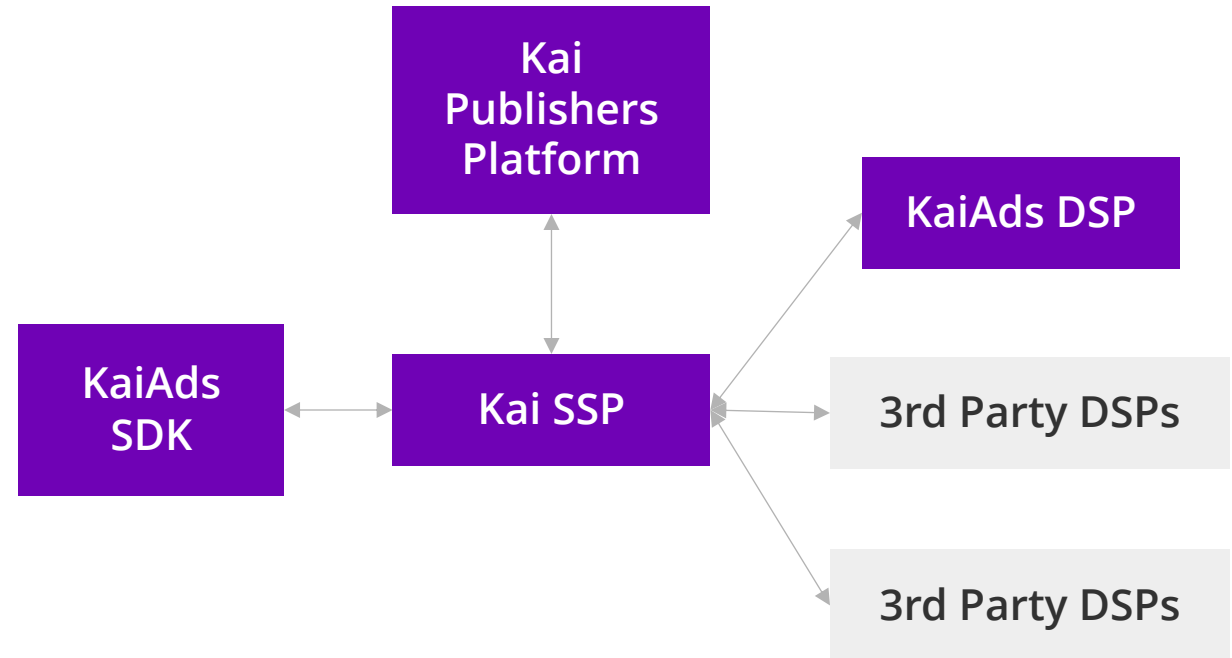
Each impression opportunity generated by an app integrating our Ads SDK is sent to our SSP where it is auctioned in real-time to several demand partners, including our own KaiAds DSP (12 DSPs currently integrated and as much in the pipeline).

## Features supported

- Open RTB 2.5
- Display ads
- VAST Video ads
- VPAID
- CPC Bidding
- Fraud detection

## Features coming up in 2020

- Third-party verification
- CPI/CPA bidding
- Geo Load Balancing (3 data centers)
- And more...



# KaiAds Metrics (outside India)

**5.34%**

CTR

**5.11**

Avg. daily impressions  
per Ads DAU

**74.6%\***

Fill rate

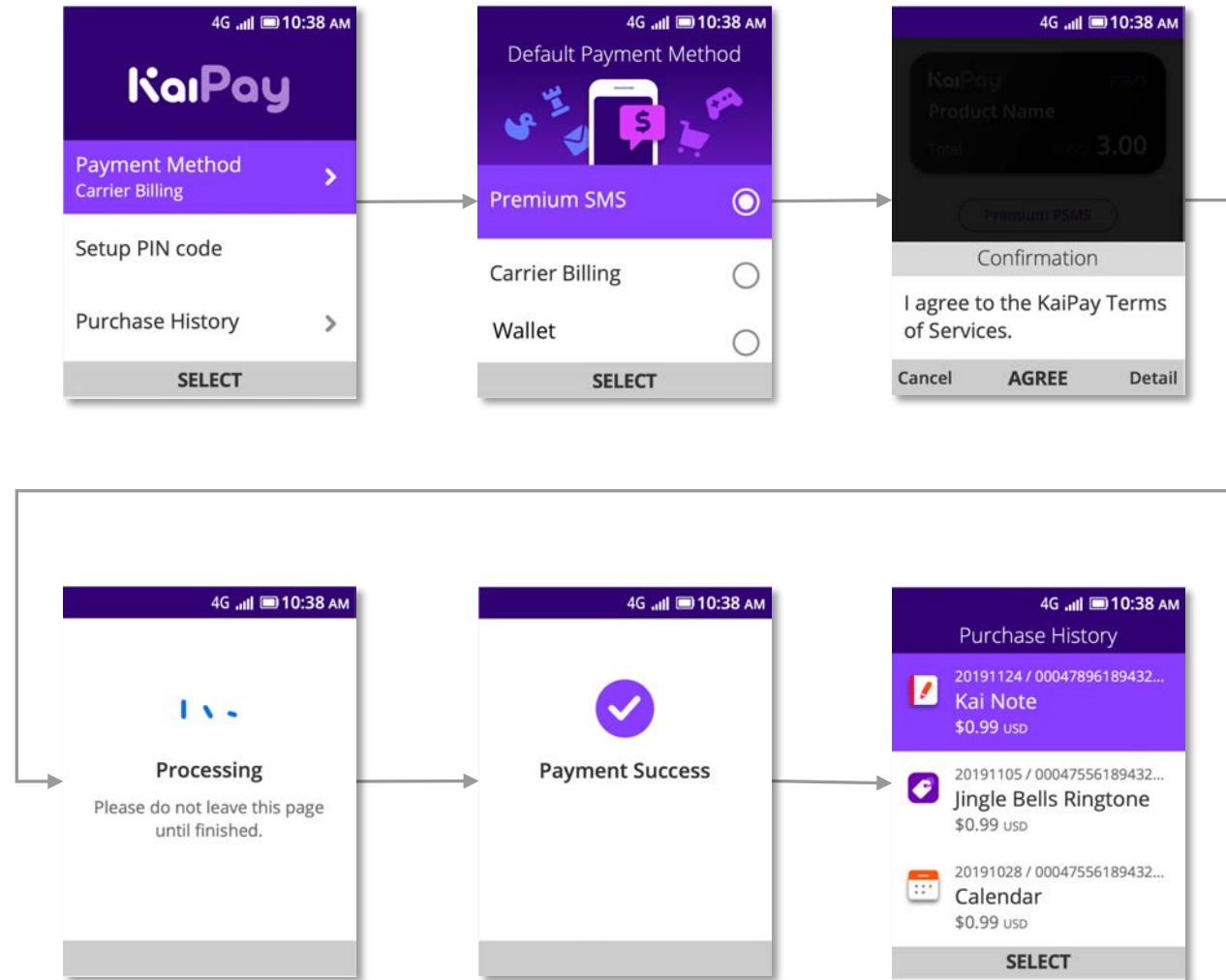
# KaiPay v1 & v2

**KaiPay V1** allows end users to purchase premium apps from KaiStore and to complete in-app purchases in the Wallpapers Store.

KaiPay v1 supports Premium SMS and is currently available in 8 countries.

**KaiPay V2** will be more widely available and will provide greater coverage and additional methods of payment, such as:

- Direct Carrier Billing (DCB) **Time to market:** H2 2020
- Mobile money wallets. **Time to market:** H2 2020
- Credit/Debit cards worldwide. **Time to market:** H2 2020



# KaiPay Coverage

**v1** (currently)

**12**  
countries  
with KaiPay PSMS

**Vietnam + Tanzania**  
Countries with high activity

Selected countries:

Asia	Africa	Others
Vietnam	Ivory Coast	Ukraine
Thailand	Morocco	Brazil
Philippines	Nigeria	
Indonesia	South Africa	
Taiwan	Tanzania	

**v2** (Expanded more payment methods and countries in H2 2020)

**10+**  
countries  
with DCB

**15+**  
Major African countries  
with wallets

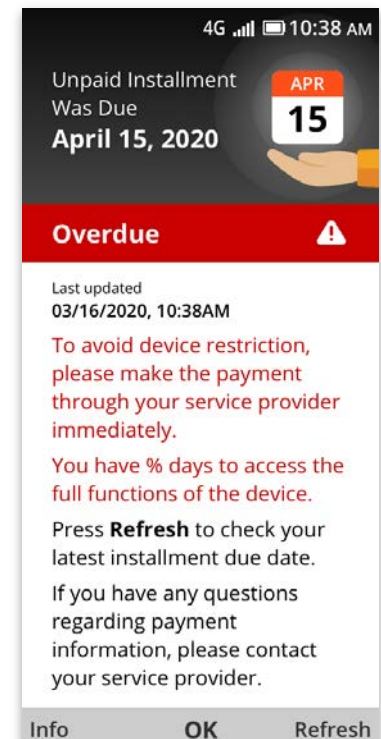
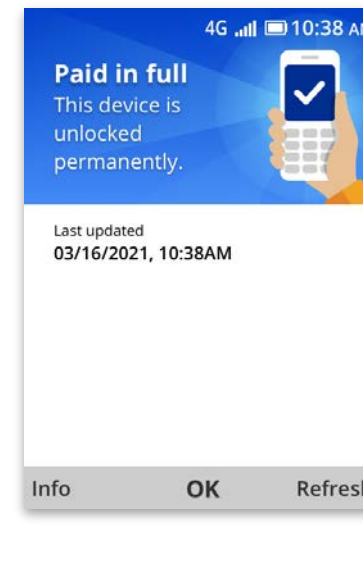
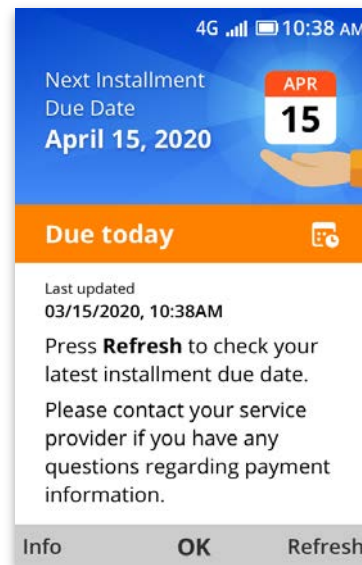
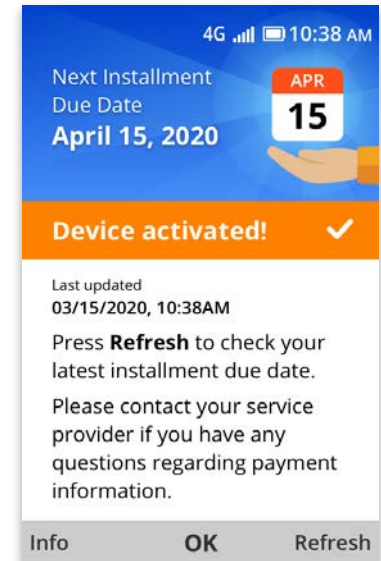
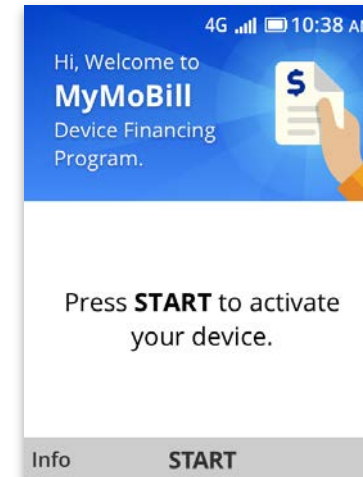
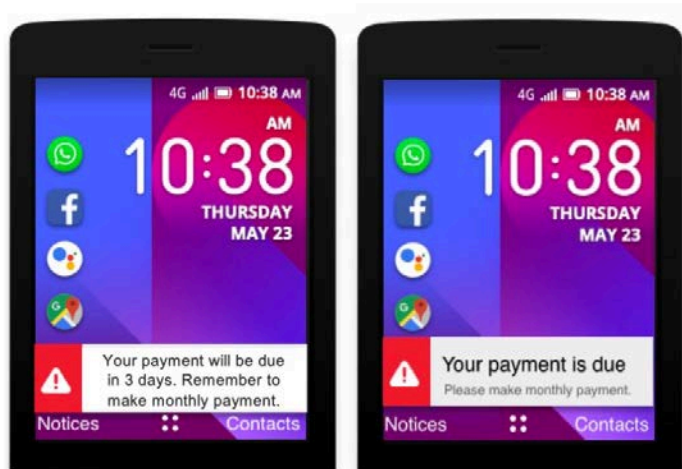
Potential countries:

Asia	MEA	LATAM
Bangladesh	Algeria	Brazil
Indonesia	Cameroon	Colombia
Pakistan	Egypt	Jamaica
Philippines	Ethiopia	Mexico
Thailand	Kenya	Peru
Vietnam	Morocco	
	Nigeria	
	South Africa	
	Tanzania	
	Uganda	

# Device Financing

KaiOS Device Financing allows users to acquire a KaiOS device for a small down payment. The difference is lent by a Fintech partner and the user will repay the loan by making monthly repayments.

Several restrictions levels can be configured by the Fintech to progressively restrict the device's usage in an effort to reduce Non-Performing Loans.



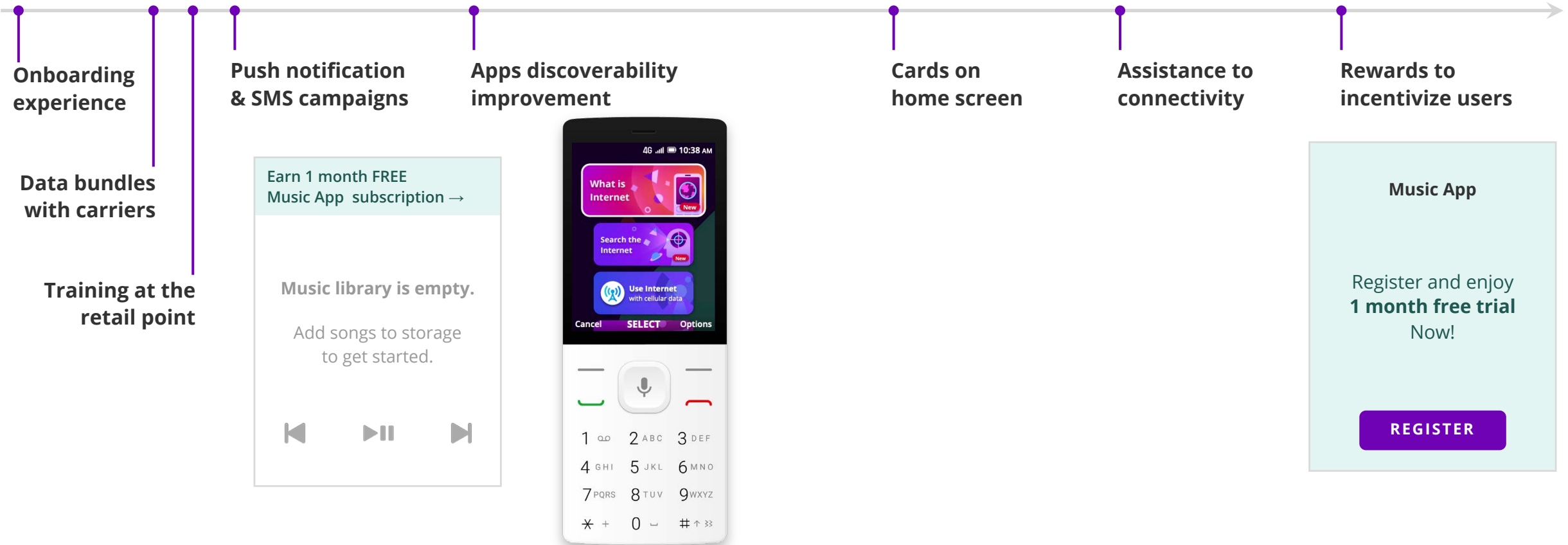


# User Engagement



# User Engagement program

## User journey



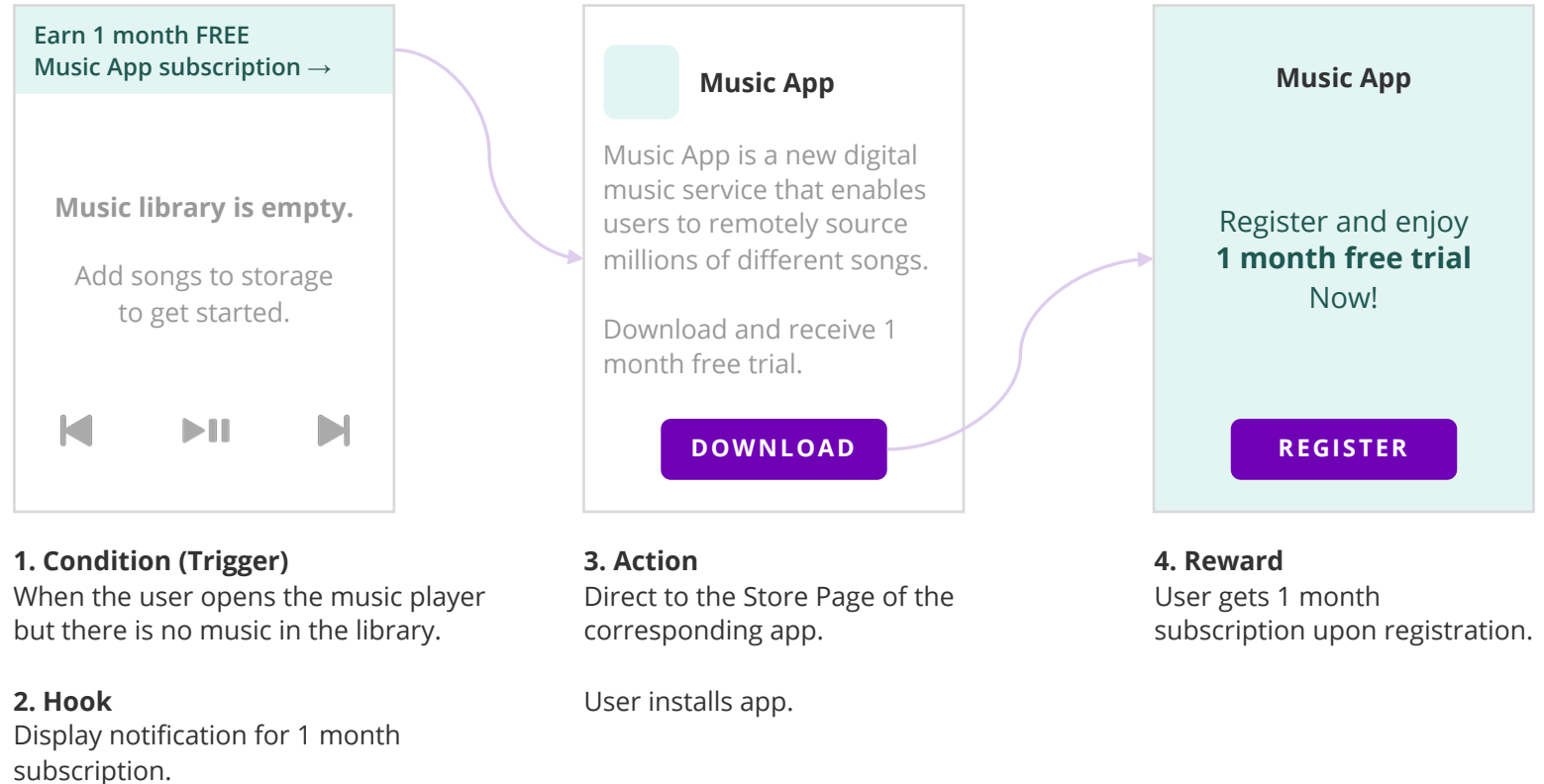
# User Engagement Onboarding experience

## User (re)engagement framework

Move to a dynamic and contextualised Onboarding experience instead of a FTU, using gamification and configurable scenarios.

**Example** (Trigger/Hook/Action/Reward) are configured on the backend and pushed to the devices. When the Trigger condition is met, the Game Plan executes.

Can be monetized.



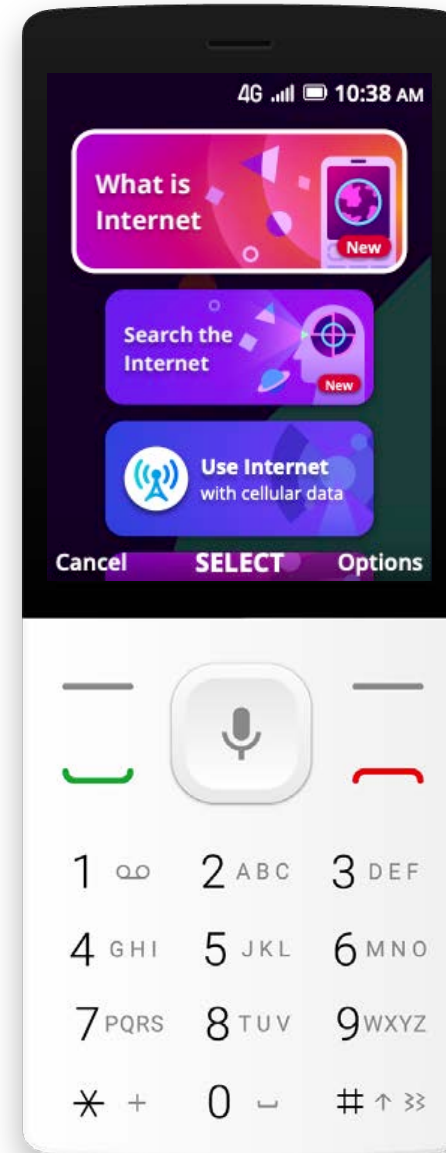
# User Engagement Cards

Cards are a new medium, less intrusive than push notifications, to contextually engage with the users. They are different from regular notifications and have their own space on the home page.

They are part of a *gamification* plan to engage with the users and to guide those who are new to the Internet.

They will appear contextually, for example:

- to teach a user how to connect their newly activated phone to the Internet,
- to surface a feature that they haven't used yet,
- to promote and initiate various gamified scenarios that brings a reward on completion (i.e. "Find and download the Wallpaper Shop in KaiStore to get 1 FREE wallpaper").



## Example Cards

What is the internet?

Search the internet

Get online with Wi-Fi

Get online with mobile network

Explore apps

Get connected

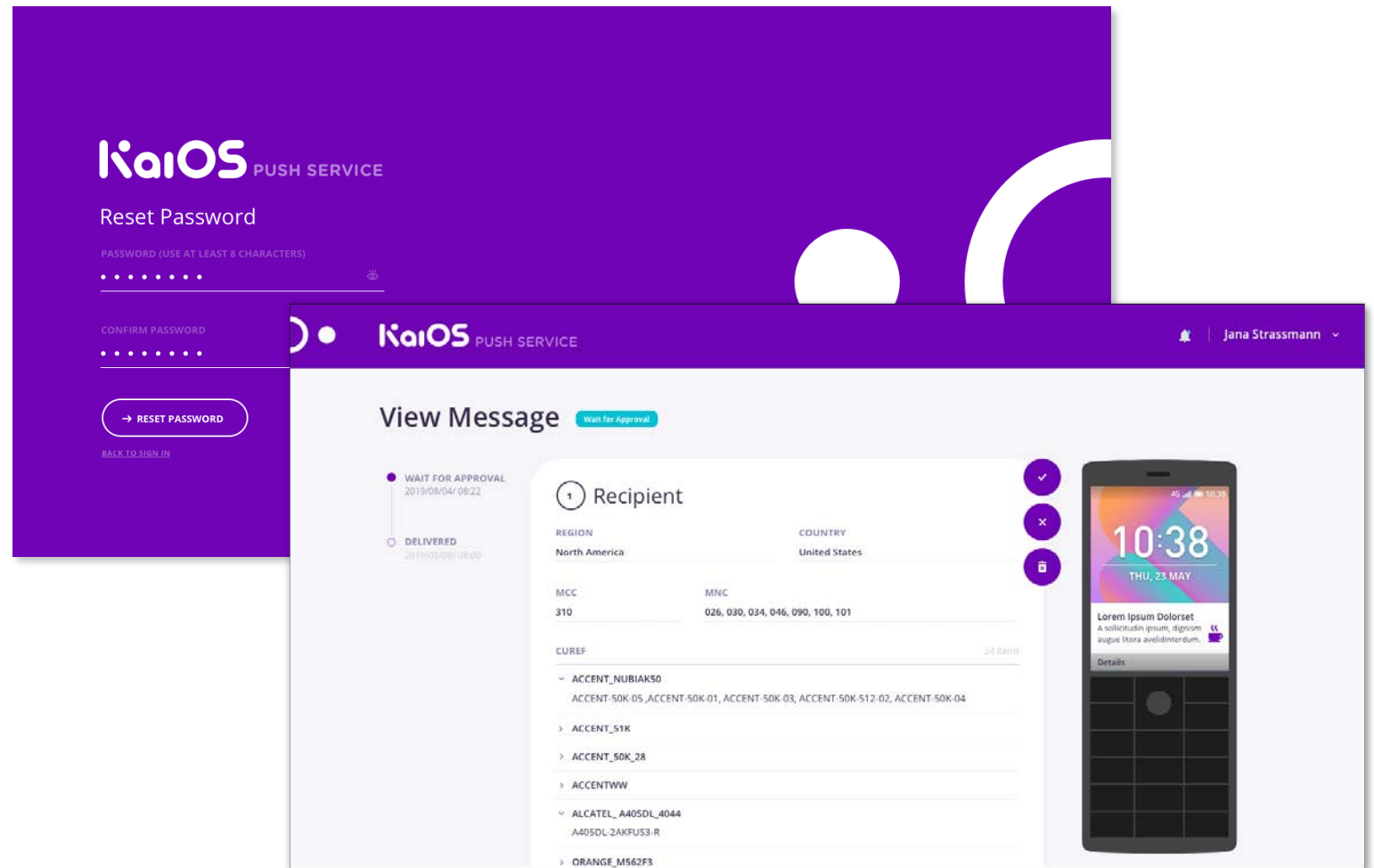
KaiOS services

# User Engagement Push campaigns

Push campaigns are an important medium to engage with the users and promote relevant content (app/web link/text). It works best in conjunction with a gamified scenario from the dynamic Onboarding experience.

**Feature released in:** All

**Time to market:** May 2020



# User Engagement Training at the retail point



## How to activate a KaiOS-enabled phone

Take the following steps to help your customer understand their new phone.

1. Make sure **mobile data** is enabled
2. Show your customer how to open the **KaiStore**
3. Show how to install and open the app **News**

KaiOS  
enable tomorrow



# Thank you!

# Developers Community

Harshdeep Vaghela — Project Manager



# KaiOS, a **web-based** operating system



Based on  
**open web  
technologies**

e.g., HTML5,  
JavaScript, and CSS



Runs on the  
**Gecko**  
runtime engine

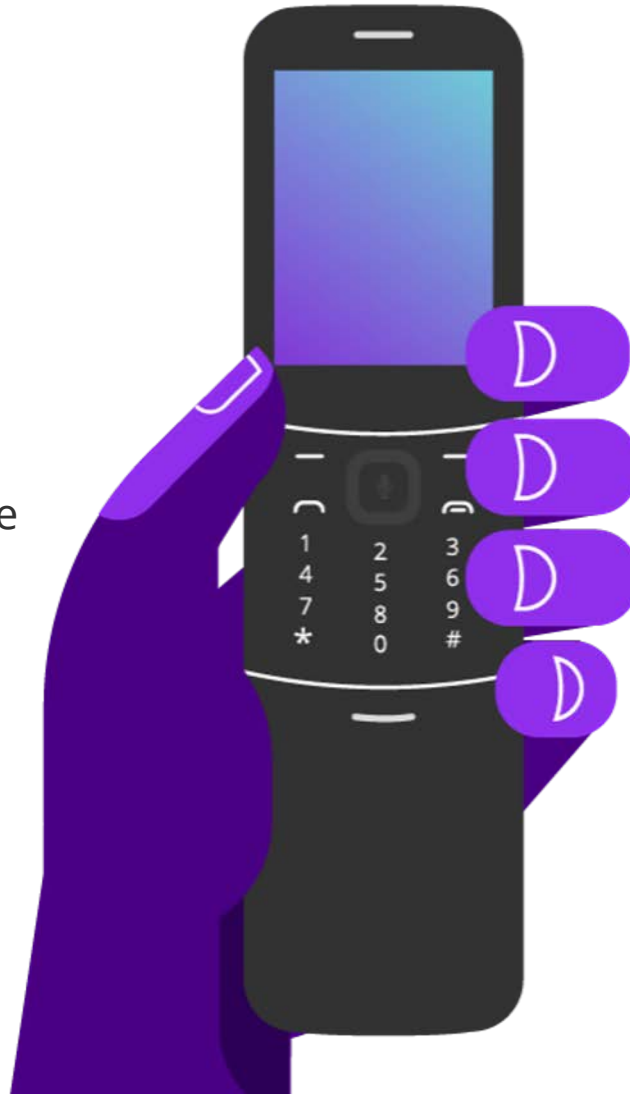


Supports  
**JavaScript  
frameworks**

e.g., React,  
Construct, WithKoji



The only  
**web-based OS**  
deployed at scale  
in the market



# Three essential developer recommendations

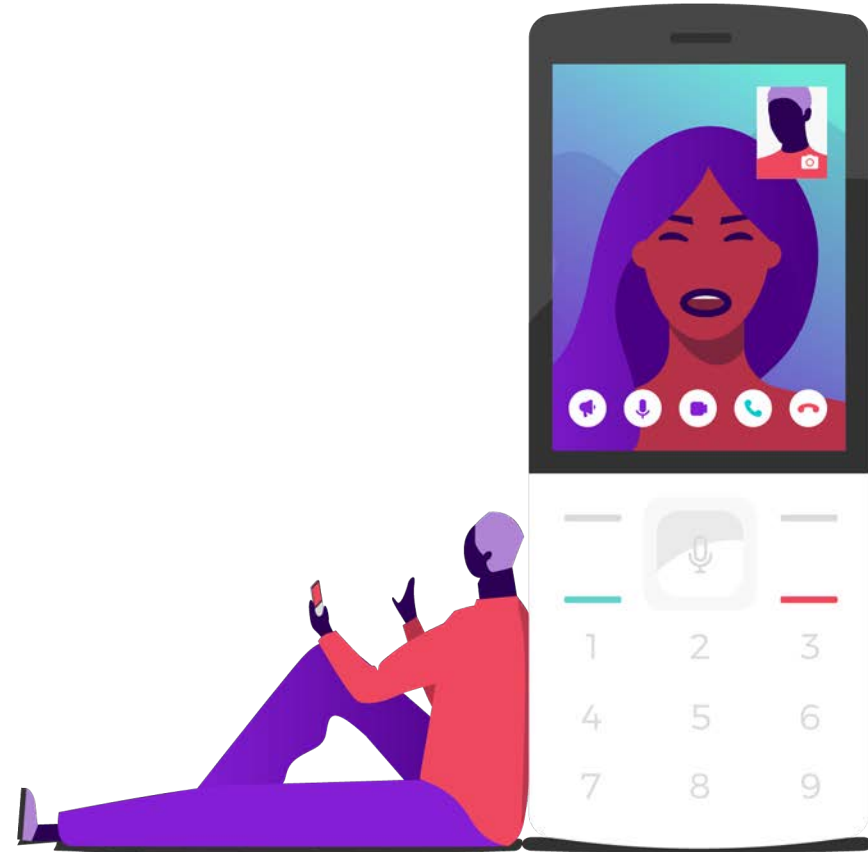
KaiOS is not like other platforms, so pay special attention to these three things:

1.

2.

3.

<https://medium.com/design-at-kai>



# Some Q4 2019 activities in Africa



Google Dev Fest Uganda (100 ppl)



AfriDev Con, Addis Abeba (200 ppl)



Meetup for Moringa School, Nairobi (50)



Meetup for ADMI, Nairobi



Gebeya Hackathon, Addis Abeba (30)

# Developer Community

## ACHIEVED

### Developer Portal

- Dedicated Developer Support
- Update of docs and Simulator for Linux

### Content

- Newsletter: Developer Updates
- Blog posts
- Developer interviews

### Community

- Partnerships with Programming schools to work with young talents
- Collaboration with regional developer communities in Kenya & Ethiopia
- Partnership with Koji to reduce barrier for app development

### Programs

- Extending the Certified Developer Program to indie developers

## WORK IN PROGRESS

### OS feature enhancement

- Partnership with Mozilla to unlock new features for app developers and users

### Content

- YouTube video library
- More sample apps and documents on GitHub

### Online community

- Regional partnerships with schools
- Launch online developer community channel
- Ambassador engagements

# Sneak Peak

## Content Roadmap

### Blog posts

- Ad placement strategy
- Porting your Android app to KaiStore

### Videos

- From setting developer environment to submitting your app
- Interviews & Webinars with ambassadors and industry leaders

### GitHub Sample apps

- Samples using JS frameworks and app builders
- Integrating KaiAds, Notification, Leader boards, D-pad navigation

### Community

- Dedicated online community for developers to interact
- Engagements with ambassadors and partner schools

### STAY ENGAGED

Sign up for our Developer Updates

Share feedback with us

# Thank you!

# Go-to-market approach & support

Tim Metz — Marketing Director

# Agenda

Section	Slides
<b>Introduction</b>	Target audience(s) Objectives Approach
<b>Elements</b>	Training Promoters Communication channels Content
<b>GTM materials</b>	Management Sales training & tools In-Store Localization
<b>Best practices</b>	
<b>Contact + Q&amp;A</b>	



# Introduction



## **Target audiences**

- 1. Retail sales staff**
- 2. Local management**

# Objectives



**Increased awareness**



**Accessible support**



**Distributed knowledge**

# Approach



**Training & promotion**



**Localization**



**Communication channels**

# Elements



# Training

- For everyone
- In-person or virtual
- Direct or train the trainer



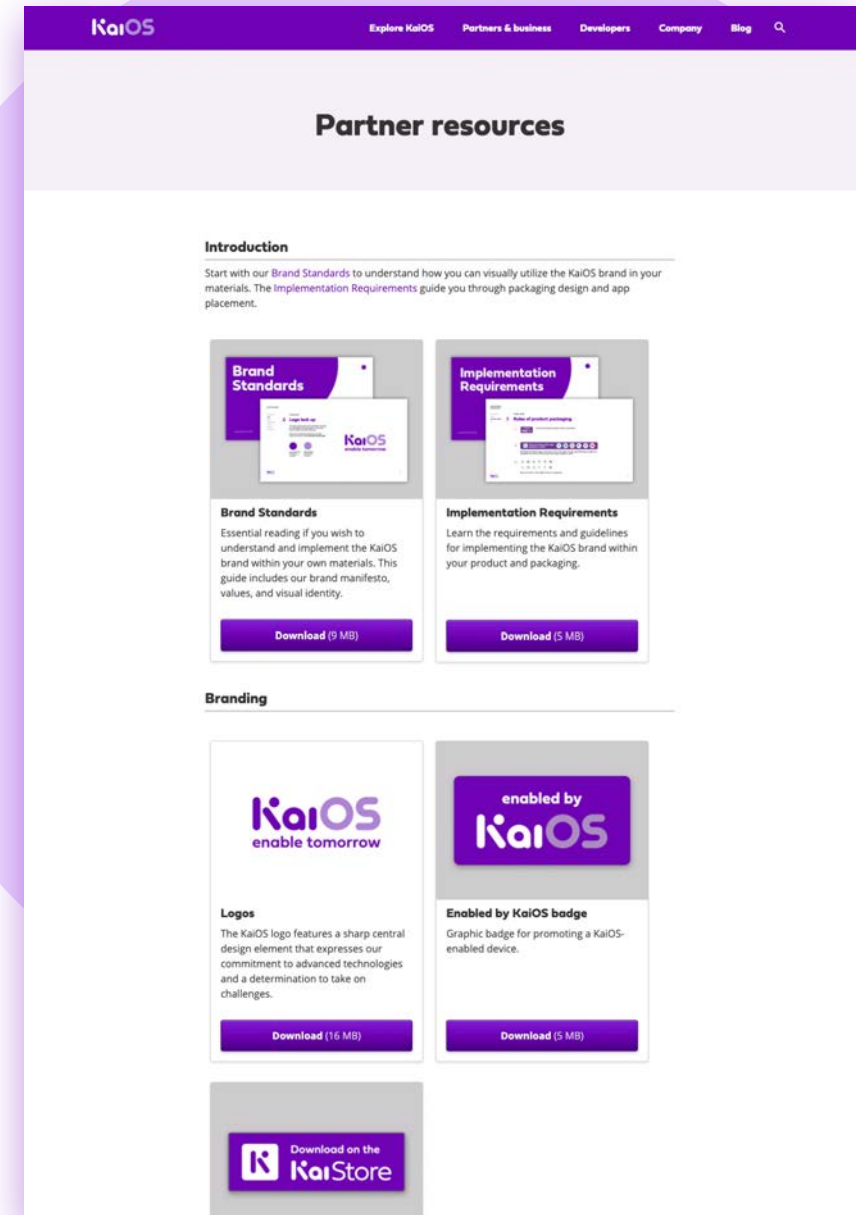
# Promoters

- Awareness & support
- 100,000+ devices



# Communication channels

- Interactive guidance
- English Marketing support





## Nigeria mobile phone market

A snapshot

KaiOS  
enable tomorrow



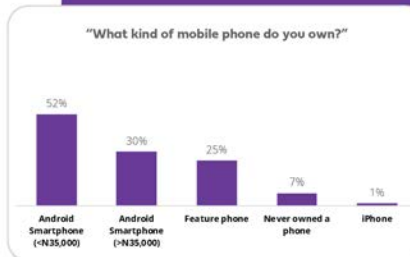
### Mobile phones experience

We asked respondents about their previous experience with mobile devices.

At least 83% of the sample population has experience using a smartphone. **Mobile phones are one of the most frequently owned electronic gadgets in all Nigerian households.**

For previous and current mobile phone owners sampled, **income is the most important determinant to phone ownership.**

- The Android Smartphones costing <N35,000 were the most popularly used.
- These low-cost Android smartphones turn out to be mostly Android Go phones. However, we think that's **not a conscious choice, but a reflection of the economic reality of Nigeria.**
- The lower income earners use basic features phones, though a few also have smartphones.



Mobile phones are one of the most commonly owned electronic gadgets in Nigeria, although the type of device is determined by income and affordability.

KaiOS

Nigeria Mobile Phone Market — A Snapshot

4

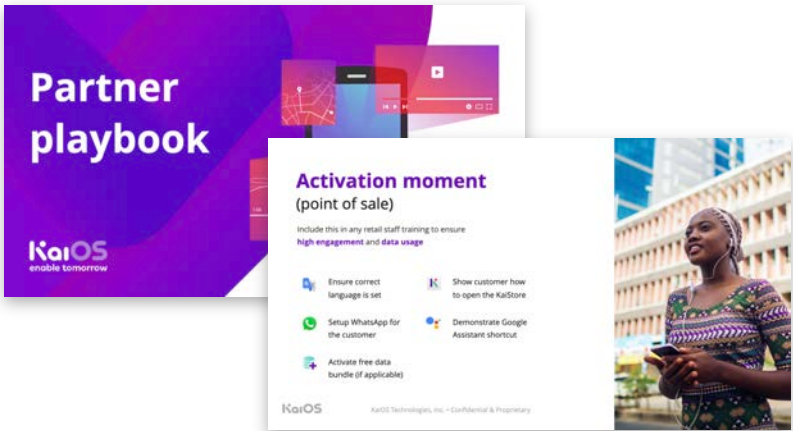
## Content

- Research
- Case studies
- Reports

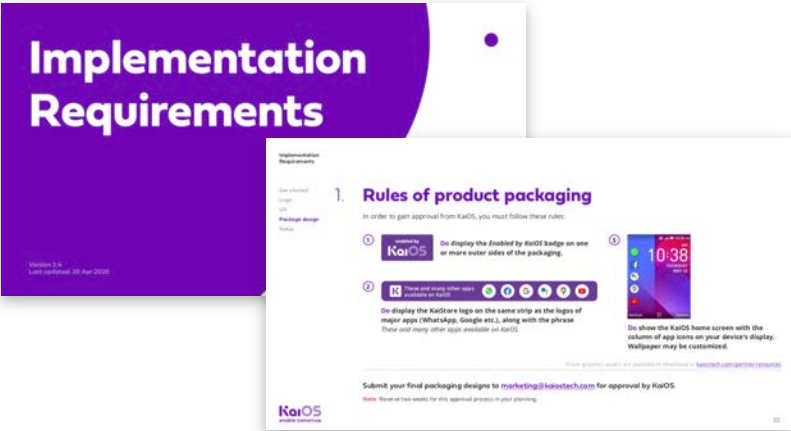
# Materials



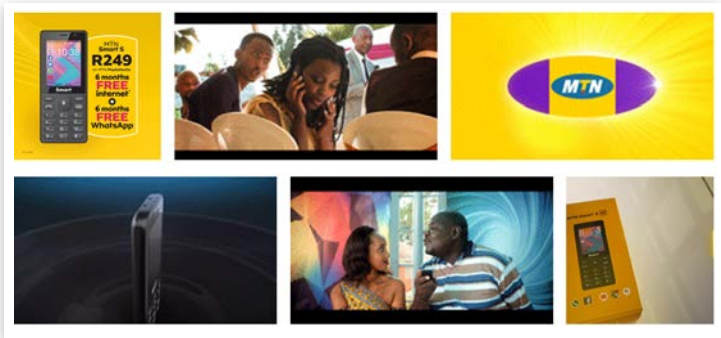
# Management



Partner Playbook



Implementation Requirements



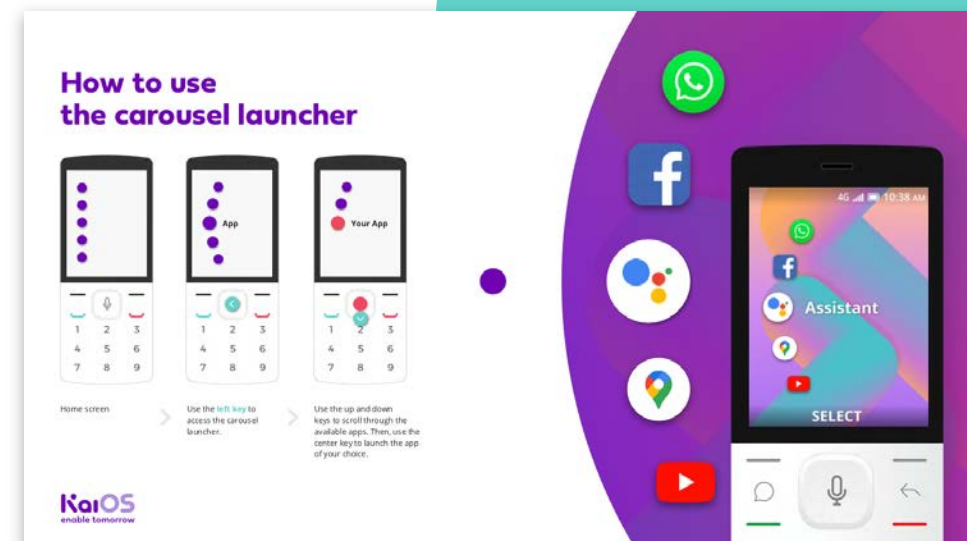
Reference materials



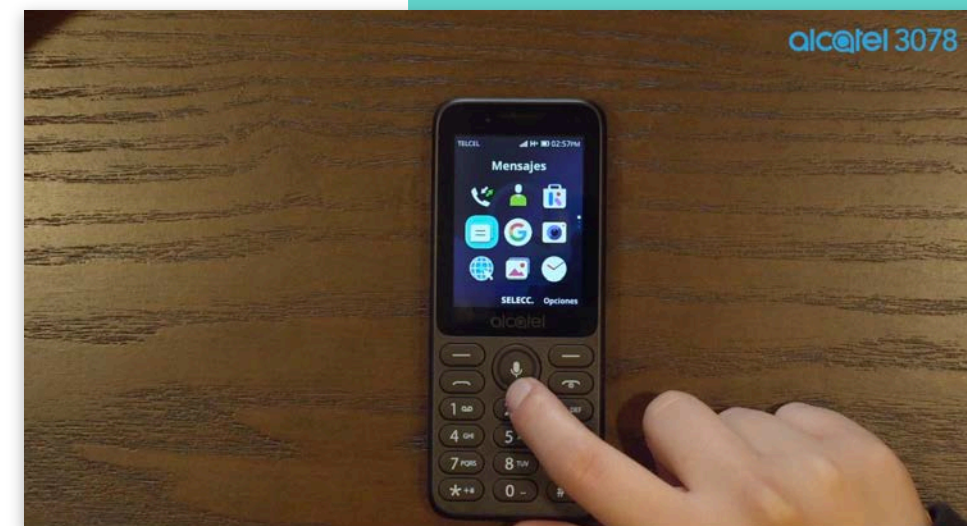
Online introduction

# Sales training & tools

- Sales Toolkit
- KaiOS USP video
- Online training module/playlist
- Sales training checklist
- GSMA MISTT video(s)
- Unboxing video
- How-to explainer videos
- Phone comparisons
- Sales FAQ & activation script
- WhatsApp groups



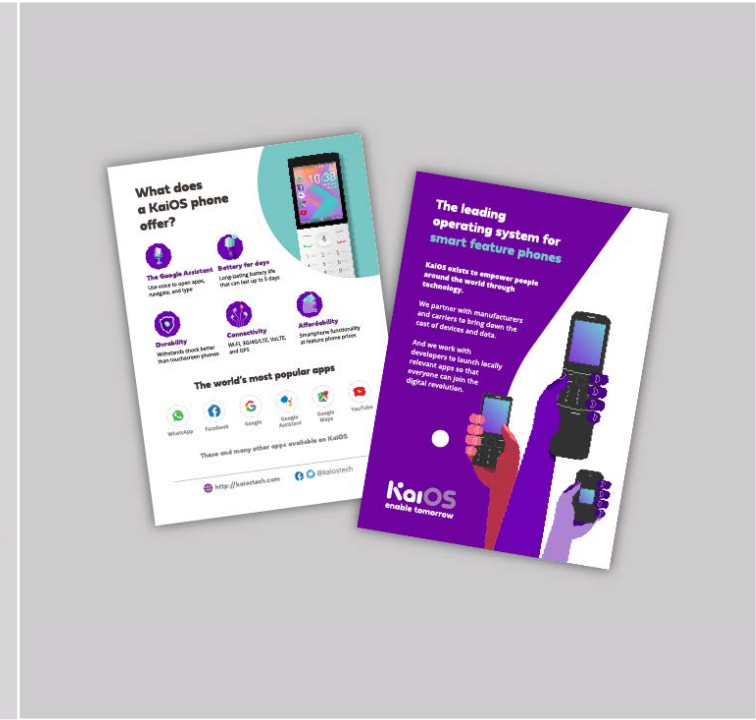
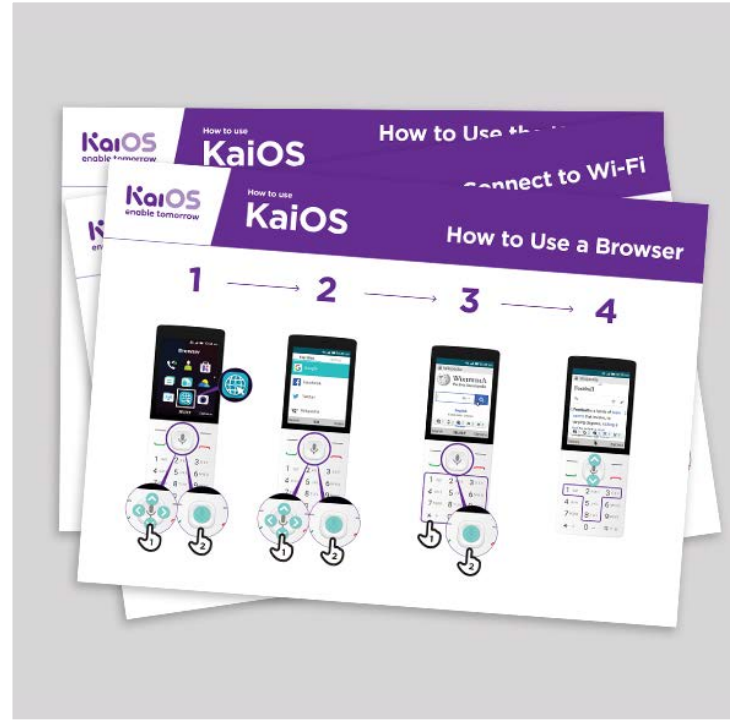
Sales Toolkit



Unboxing video

# In-store

- User guides
- Flyer
- Packaging insert
- Posters
- Product promotion video(s)
- In-store display stand
- Stickers





**NUEVO**  
**alcatel 3078**

enabled by  
**KaiOS**

**EL PRIMER DISPOSITIVO KAIOS EN MÉXICO**

KaiOS es un sistema operativo diseñado para la gama de entrada en la telefonía celular que adicional a cubrir las necesidades básicas de comunicación, es capaz de ejecutar aplicaciones que todos conocemos, tales como: WhatsApp, Facebook, YouTube, Asistente de Google, de manera segura y practica, ya que son aplicaciones vía WEB bajo el respaldo de Google.

Estas y muchas otras apps disponibles en KaiOS

KaiOS cuenta con su propia KaiStore, en la cual podrás encontrar hasta el momento 419 apps.

**01 SENCILLO Y PRÁCTICO USO**  
Gracias a la integración de servicios de Google como Asistente de Google, facilitará la forma de uso de Alcatel 3078 con KaiOS ya que podrás dictar cualquier acción a realizar como abrir WhatsApp, llamar a casa, etc. Incluso podemos dictar un mensaje y el Asistente de Google transcribirá el texto.

**02 CONECTIVIDAD EN TODAS PARTES**  
Alcatel 3078 con KaiOS te brindará conectividad en todo momento ya que cuenta con tecnología 3G y conectividad WiFi. De esta forma nunca estarás desconectado de tus aplicaciones favoritas.

**03 GRAN ALMACENAMIENTO**  
Cuenta con memoria interna de 512MB, soporta una tarjeta de memoria MicroSD expandible hasta 32GB (no incluida) y memoria RAM de 256MB. Las suficientes para poder tener tus aplicaciones de redes sociales funcionando de manera correcta.

**04 DISEÑO CLÁSICO Y FUNCIONAL**  
El diseño de Alcatel 3078 de KaiOS es ligero, sencillo y clásico. Cuenta con una cámara principal de 1.3MP con grabación de video y en el exterior, una practica linterna.

HASTA 32GB GPS 3G

Asistente de Google  
**Facebook y Whatsapp**  
Precargados

# Localization

- Approach
- Languages

# Best practices



## Best practices

- **Right target users**
- **Relevant USPs & use cases**
- **Complete trainings**
- **Establish WhatsApp group(s)**
- **Free data bundle**



# Contact + Q&A

[tim.metz@kaiotech.com](mailto:tim.metz@kaiotech.com)

[kaiotech.com/partner-resources](https://kaiotech.com/partner-resources)

**KaiOS**  
enable tomorrow

 [kaiotech.com](https://kaiotech.com)

 [kaiotechnologies](https://www.linkedin.com/company/kaiotechnologies)   [@KaiOStech](https://www.facebook.com/KaiOStech)

# Customer Support Process

Qingzhong Guo — VP Sales Operations

# Scope of customer project



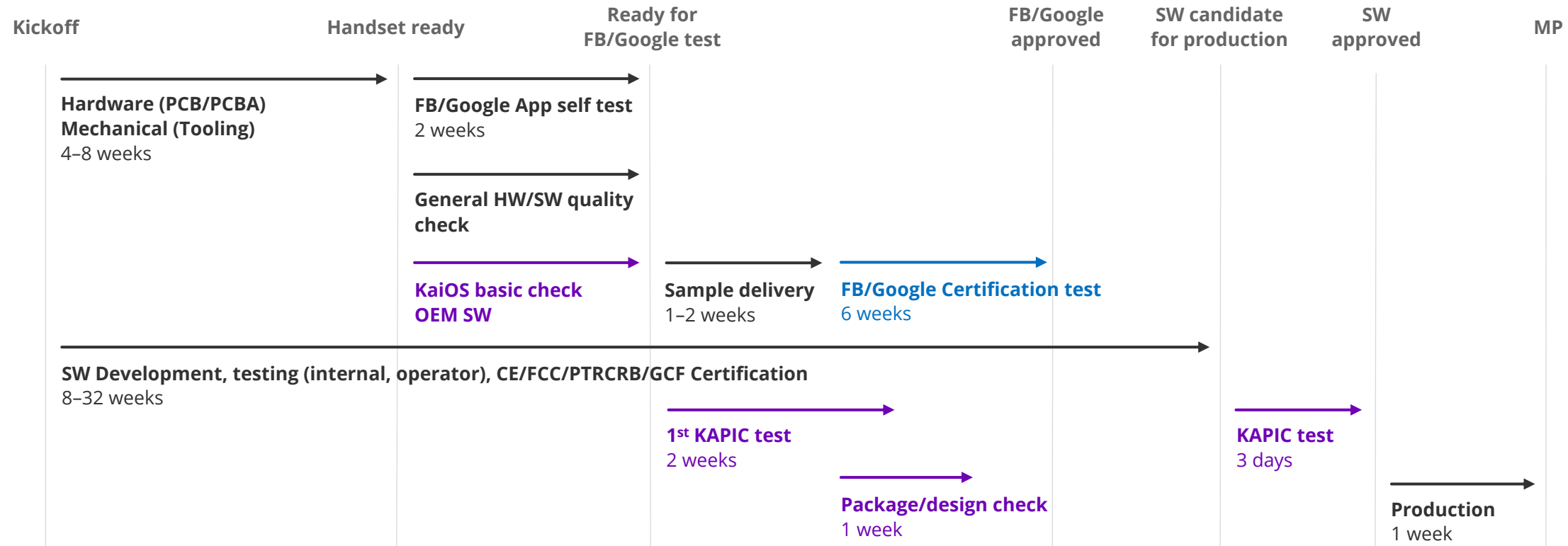
**Evaluation phase was mainly led by BD team.**

If technical evaluation need KaiOS involvement, OEM&ODM/operators can synchronize with KaiOS CPM to get support (If before kick off, synchronize with BD to get CPM involvement). We need product and operator spec for technical evaluation.

**This document mainly describe development phase, project execution part.**

CPM will be officially assigned at kick off meeting and act as main/single technical contact window. In principle, OEM/ODM will have stable KaiOS CPM across different projects if no other conflict.

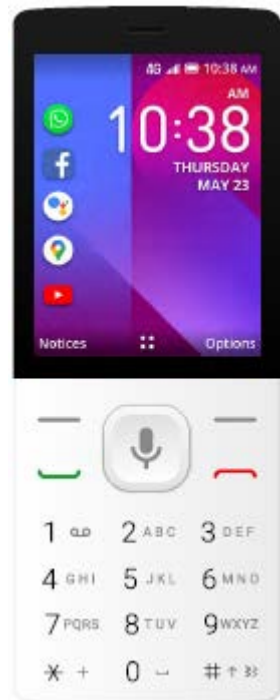
# Key tasks/milestones for development phase



- FB/Google approval is not pre-condition for other certification/operator approval process.
- OEM/ODM project plan depend on HW/SW, certification, approval etc. It can take 4-9 months.
- If OEM/ODM re-use old PCBA/tooling, not leading project of platform, whole project plan can go to 3M.

# Kick off

## (OEM to provide before kick off)



### OEM license agreement exhibit (pre-load/ branding guide)

- Latest version OEM license agreement are signed before kick off
- Latest version Exhibit (pre-load/Branding guide) are reviewed by OEM/ODM including project technical team before kick off

### Kick off checklist excel file to provide

#### Main contact to provide

- OEM/ODM/IDH name and R&R for this project
- Contact name list, email to provide

#### Front face picture

- To know phone factor (screen size, landscape or standard, keypad design (standard or Qwerty, any deviation comparing with KaiOS reference), marking (MIC key icon on home key, any special marking)

#### Project plan

- Project main milestone/plan (including TA, MP)
- Sample readiness and delivery plan
- Volume forecast this year and life cycle
- Target customer (country and operator)

#### Main spec (customization request)

- Language list to support
- Special pre-load app request
- Operator spec
- Big feature to highlight
- Which brand to use for this phone

# SW release / customization

## SW release

- KaiOS have different baseline for different platform/ chipset. Baseline will be confirmed with product spec and launch time information.
- SW will be released through Git. OEM/ODM need apply Git account with email address, OEM license agreement.
- KaiOS only deliver KaiOS authorized SW. OEM need get BSP/Kernel code from chipset vendor, get Kika IME from Kika.
- OEM/ODM need take KaiOS mandatory baseline release/patches for system security, API etc.

## SW customization

- OEM/ODM is responsible for SW customization work (add features, UI string language translation etc.) based on KaiOS baseline.
- KaiOS will provide training base on request/needs and share FAQ (200 pages) for normal issues/customization work to OEM/ODM.
- KaiOS have SIM base customization mechanism which can help OEM/ODM to customize different UX behavior based on different MCC/MNC.

# Bug follow up

## Bug analysis

- OEM/ODM is responsible for 1<sup>st</sup> analysis of bugs found in the product, provide analysis result, confirm if it is KaiOS issue, platform, 3<sup>rd</sup> party or issue due to customization work. OEM/ODM need to work with different parties for different issues. KaiOS only check bugs related to KaiOS SW.
- WebIDE is specific debug tools. OEM/ODM need be familiar with this tool and use this tool for issue analysis.

## Bug information

- Bug tracking tool is Bugzilla.
- OEM/ODM need provide log (adb, ril), reproduce detail step and video, KaiOS baseline tag information in Bugzilla to assist analysis.
- For crash issues, symbol table (matching the tested SW) and memory dump must be provided.

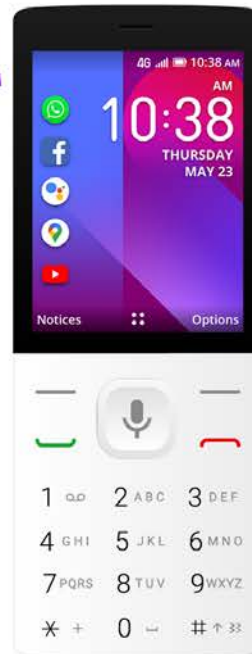
512MB/4GB device

# Apps placement (carrier products)

## Requirements\*

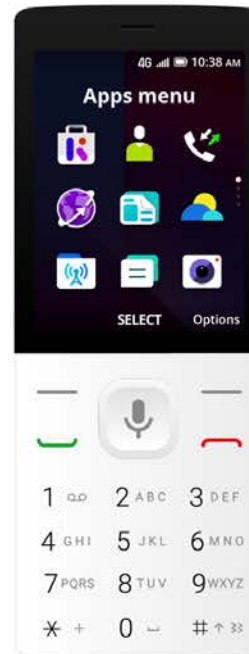
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- All apps cannot be uninstalled (except Facebook and WhatsApp).
- If the Carrier folder or the MyMoBill(DFS) app is unavailable, all the apps behind it should move ahead one spot altogether.

\*For exceptions on specific apps or specific markets, please contact KaiOS Support and Product team to get the final approval.



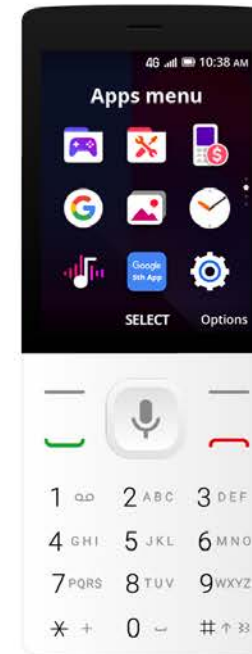
Home Screen

WhatsApp  
Facebook  
Google Assistant  
Google Maps  
YouTube



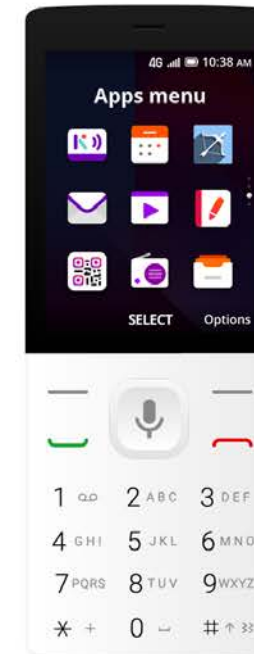
Apps menu page 1

Store  
Contacts  
Call log  
Internet  
News  
KaiWeather  
Carrier (grouped apps)  
Messages  
Camera



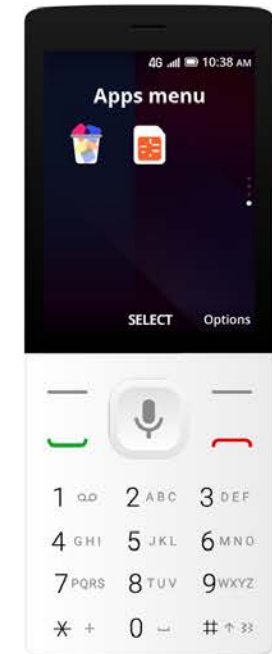
Apps menu page 2

Games (grouped apps)  
Utilities (grouped apps)  
MyMoBill(DFS)  
Google Search  
Gallery  
Clock  
Music  
Google's 5<sup>th</sup> app  
Settings



Apps menu page 3

Kai Pay  
Calendar  
Horoscope  
E-mail  
Video  
Notes  
QR reader  
FM radio  
File manager



Apps menu page 4

Memory cleaner  
STK (SIM tool kit)



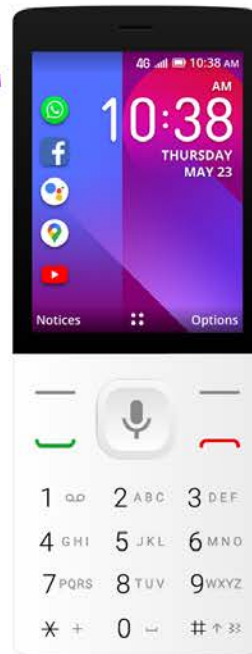
512MB/4GB device

# Apps placement (open market products)

## Requirements\*

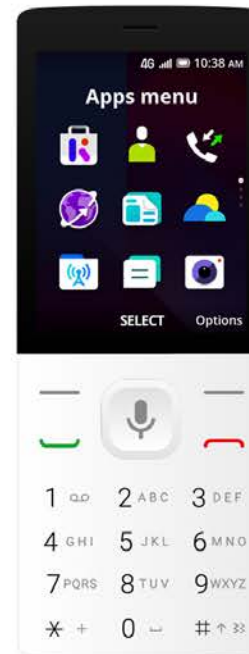
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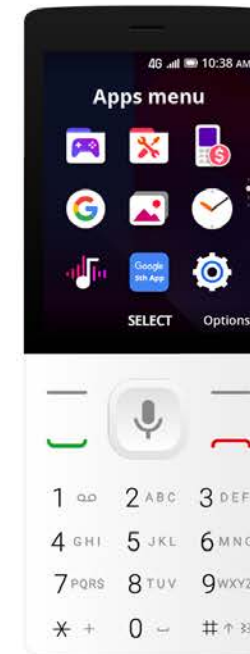
Home Screen

WhatsApp  
Facebook  
Google Assistant  
Google Maps  
YouTube



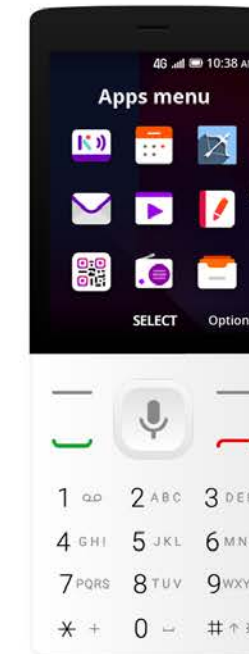
Apps menu page 1

Store  
Contacts  
Call log  
Internet  
News  
KaiWeather  
Carrier (grouped apps)  
Messages  
Camera



Apps menu page 2

Games (grouped apps)  
Utilities (grouped apps)  
MyMoBill(DFS)  
Google Search  
Gallery  
Clock  
Music  
Google's 5th app  
Settings



Apps menu page 3

Kai Pay  
Calendar  
Horoscope  
E-mail  
Video  
Notes  
QR reader  
FM radio  
File manager

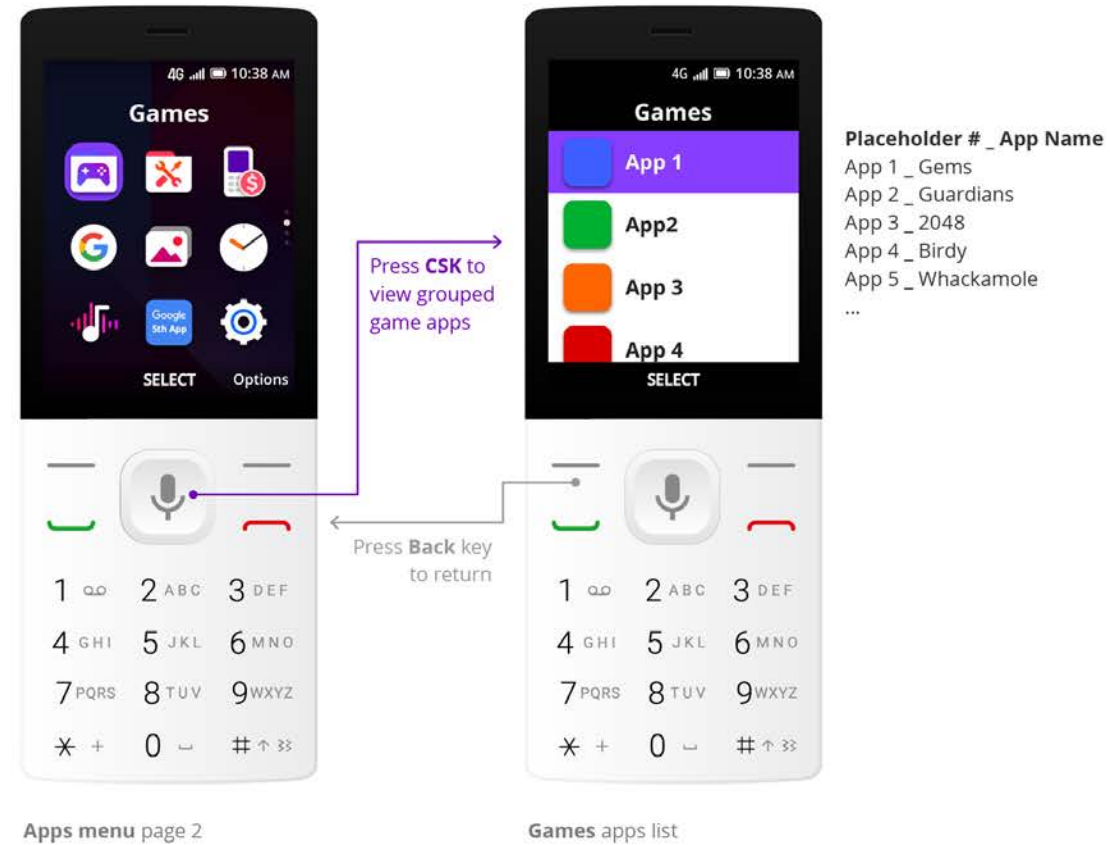


Apps menu page 4

Memory cleaner  
STK (SIM tool kit)

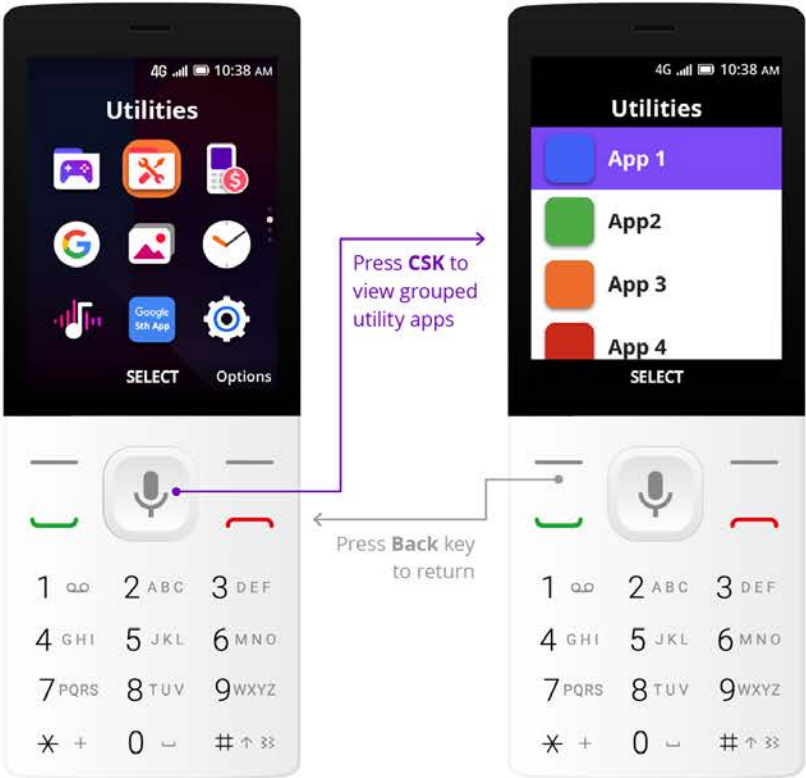
512MB/4GB device

# Grouped Kai game apps



512MB/4GB device

# Grouped Kai utility apps



Apps menu page 2

Utilities apps list

**Placeholder # \_ App Name**  
App 1 \_ Calculator  
App 2 \_ To-Do  
App 3 \_ Audio Recorder  
App 4 \_ Unit Converter

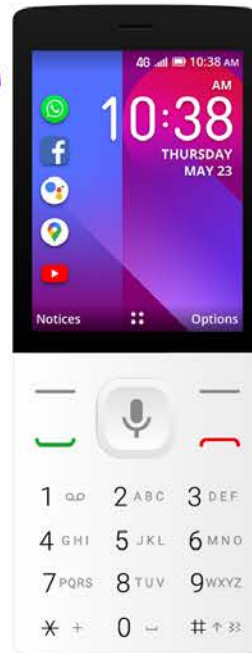
256MB/512MB device

# Apps placement (carrier products)

## Requirements\*

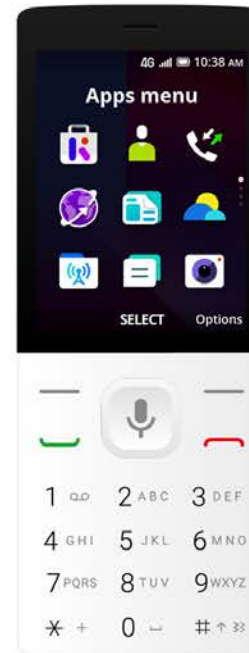
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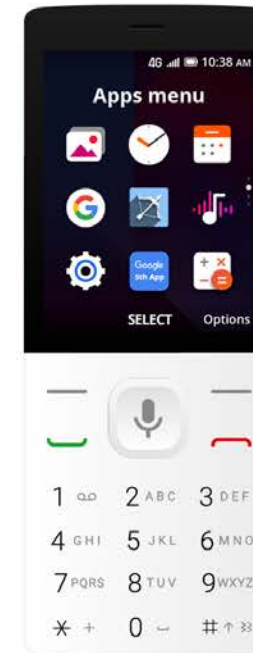
Home Screen

WhatsApp  
Facebook  
Google Assistant  
Google Maps  
YouTube



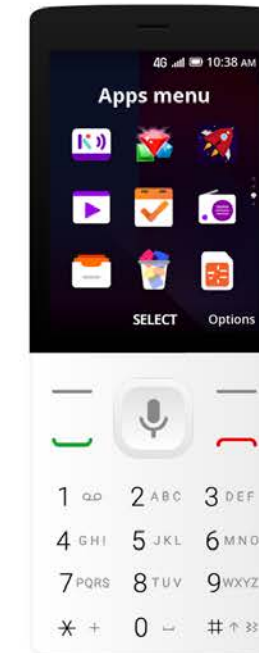
Apps menu page 1

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Contacts  
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Internet  
News  
KaiWeather  
Carrier (grouped apps)  
Messages  
Camera



Apps menu page 2

Gallery  
Clock  
Google Search  
Horoscope  
Music  
Settings  
Google's 5<sup>th</sup> app  
Calculator



Apps menu page 3

Kai Pay  
Gems (game)  
Guardians (game)  
Video  
To do  
FM radio  
File manager  
Memory cleaner  
STK (SIM tool kit)



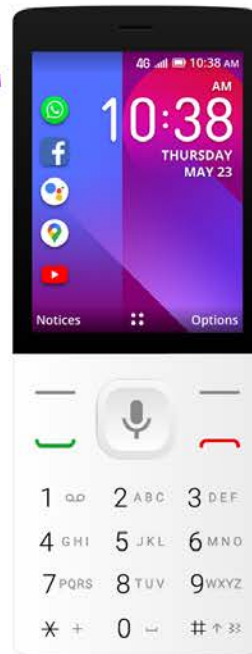
256MB/512MB device

# Apps placement (open market products)

## Requirements\*

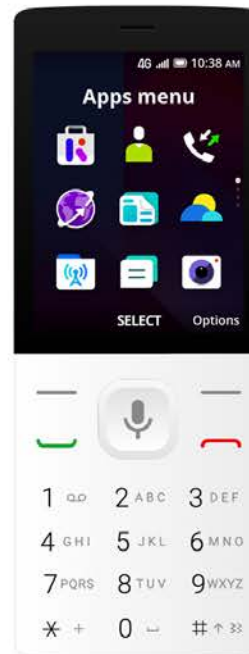
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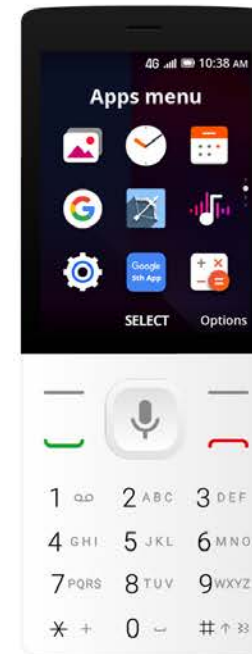
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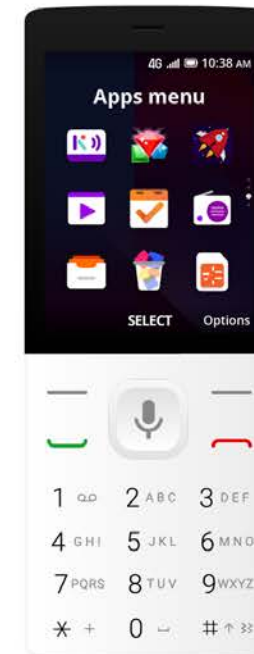
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Apps menu page 3

Kai Pay  
Gems (game)  
Guardians (game)  
Video  
To do  
FM radio  
File manager  
Memory cleaner  
STK (SIM tool kit)

# App pre-load request

- Guideline (pre-load and position) need follow guideline and gate blocking point for KAPIC test.
- Once placement guideline have new change, KaiOS BD and project team will inform related parties accordingly.
- Any pre-load apps request beyond KaiOS guideline need get KaiOS agreement, whatever developed by OEM/ODM, operators, or 3<sup>rd</sup> parties.

**Pre-load app discussion may take quite some time, please share this pre-load request as early as possible. Better to sync this request with KaiOS BD before project kick off.**

**Without agreement, KAPIC test will fail and product can not ship.**

# Apps (Operator/OEM) Development Points

## Reference document to develop apps in KaiOS platform

- <https://developer.kaiostech.com/>

## Pre-load apps and apps in Store

- Pre-load apps and apps in store have some difference in coding rules/contents
- Pre-load apps need have special coding rules/information to enable capability to download/upgrade from store. This must be planned and defined in advance
- Apps permission (web privileged, certified) need be defined to be just enough, default permission is web. privileged app need re-check , certified apps need share apps source code to KaiOS to review and approve.

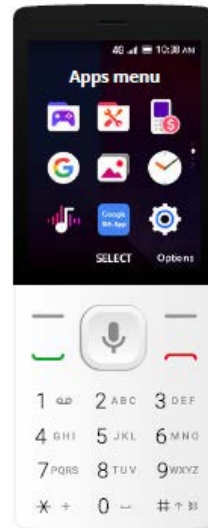
## KaiOS app development portal

- <https://developer.kaiostech.com/devlogin/>
- You can apply development account in this website, load your app version in our store to bind IMEI to do the test. Development party is mandatory to secure quality before requesting publish in KaiOS store.
- App published in the KaiStore needs KaiOS approval, final publish operation is done by KaiOS side.

## Certification

- App permission need be reviewed and approved by KaiOS.
- Vendor/OEM&ODM need do QA test to secure app quality. KaiOS will review test report and validate quality if app need publish in store.

# Certification test – 3<sup>rd</sup> party apps (Google/Facebook)



Apps menu page 2

## Google/Facebook app requirement > Follow KaiOS guidelines/SW

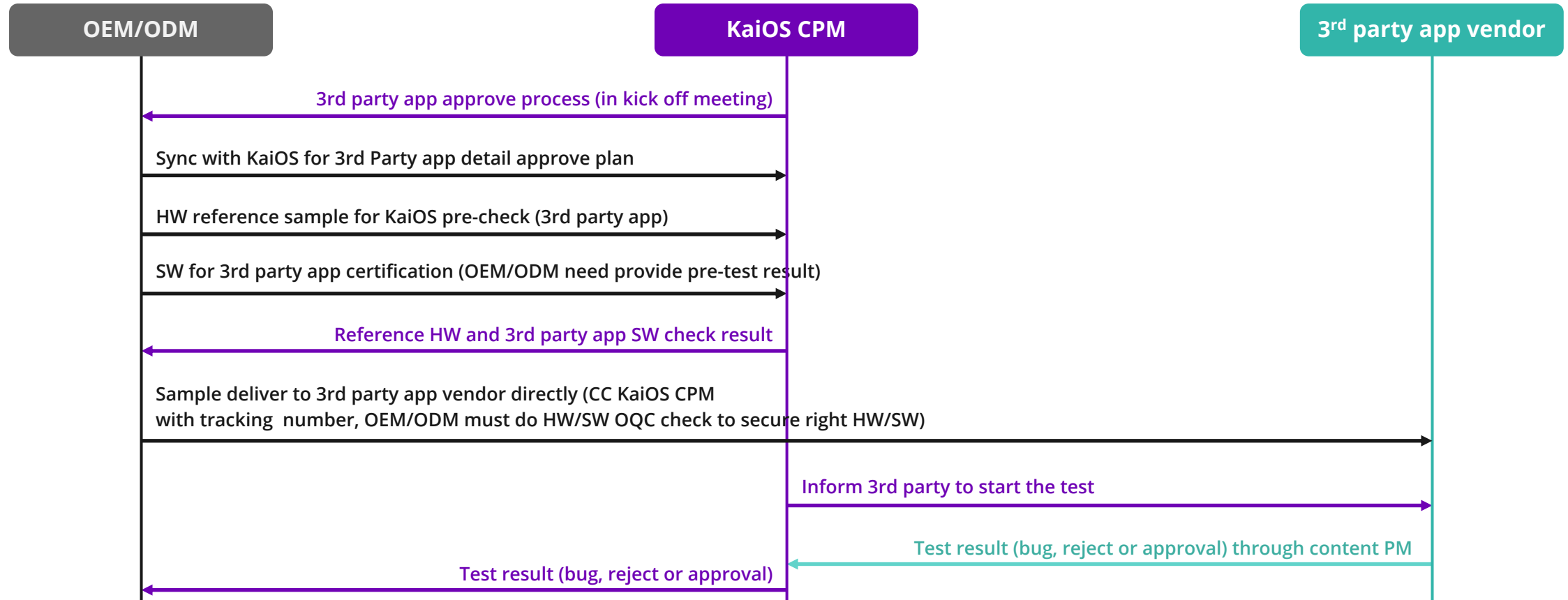
- Pre-load/app placement position are mandatory.
- GVA icon silk print on home key > long press home for GVA or voice input.
- Bookmark with Google search/ Facebook link in bookmark 1st page.
- Option menu in different app menu to access Google/ Facebook service (keep as KaiOS baseline).

## Google/ Facebook app certification is mandatory for all KaiOS phones.

- Certification test are done by Google/ Facebook directly in USA/India etc. following KaiOS CPM request.
- WhatsApp only do certification test on 256/ 512 phones, 512+4G memory. Configuration is default approved.
- Certification test are done with mature SW and final level hardware (Good RF performance, brand, GVA icon etc), one model only need run one time approval certification for normal case.
- OEM/ODM need run and pass pre-test before official certification test.
- Google/Facebook will give approval after certification test if HW/SW follow all requests, Google/Facebook request certification test leading time is 45 days.



# Certification test – 3<sup>rd</sup> party apps (Google/ Facebook)



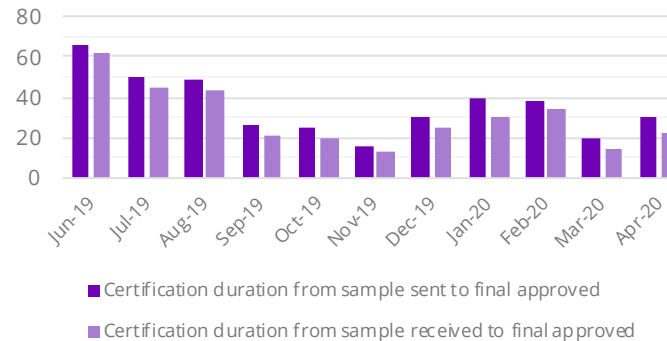
\*Sample will be sent from OEM/ODM, not from KaiOS side.

# Certification test – 3<sup>rd</sup> party apps

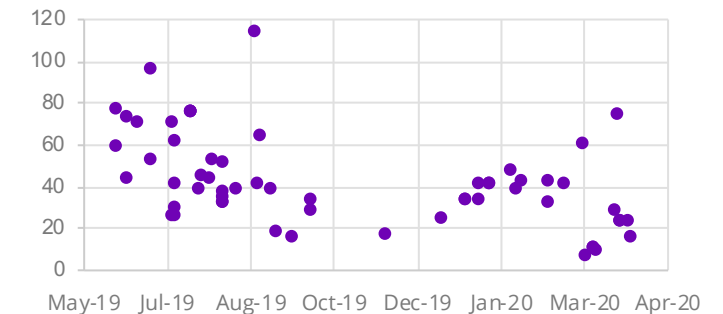
## (history record in days)

- In Covid-19 period, certification is smoothly managed.
- Process is optimizing for variant project (not initial project)
- ODM/OEM sample status (HW/SW) and issue solving speed highly impact on certification time

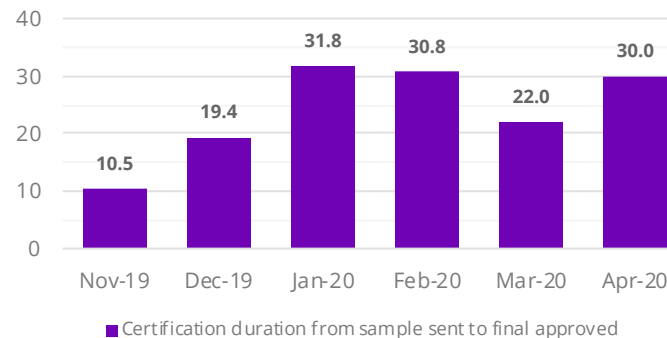
Google approval average days(by month)



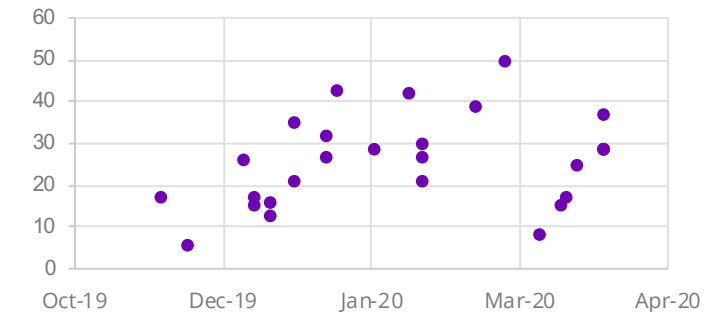
Google approval days from sample sent to approve



FB approval days (by month)



FB approval days from sample sent to approve

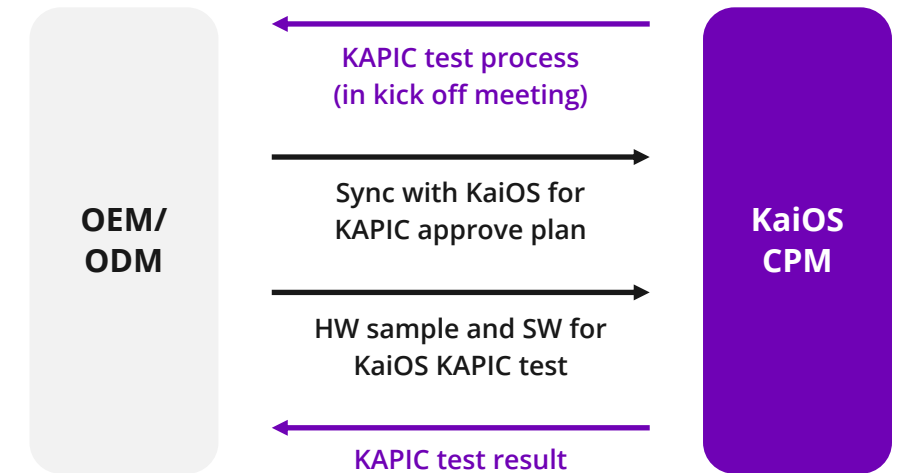


# Certification test – KAPIC test (KaiOS approval test)

- KAPIC test include WEB API, permission/ security, user agent/ client ID, placement/ KaiOS UI design check.
- KAPIC test can only be done by KaiOS currently, free of charge.
- Each MP/MR SW (even just change resource file like wallpaper) need run and pass KAPIC test before shipment and FOTA.
- KAPIC test need 2-3pcs OEM samples, RF need be fine tuned, official test need be the same level as MP hardware (for example Efuse).
- KAPIC test time: 1<sup>st</sup> time, 2 weeks, after 1<sup>st</sup> time: 3 working days.
- CPM is interface to define KAPIC test plan and get KAPIC test report and status.

## Brand rules review

- Package box design need share to KaiOS for review and approval
- KaiOS brand rule for SW need be reviewed in KAPIC too



# Thank you!

# Privacy & Legal

Alice Pierre — Senior Legal Counsel

# Agenda

## 1. Privacy at a glance

- a. Privacy, what is it?
- b. The rise of privacy regulations

## 2. Why privacy has become a critical business imperative & an important driver of consumer behavior

- a. Rethinking “Trust” in a new era of data privacy
- b. How data privacy & protection differentiate business today

## 3. Privacy as a key to KaiOS successful business

- a. KaiOS GDPR compliance plan in 5 steps
- b. KaiOS privacy compliance on the long run

# Privacy at a glance

# Privacy, what is it ?

## What is privacy ?

- a fundamental right (*United Nations, Universal Declaration of Human Rights, article 12; Resolution of the General Assembly on the Right to Privacy in the Digital Age*).
- right to have some control over how our personal information is collected and used.
- privacy will regulate the collection and processing of personal data of a data subject by a third party, a company.

## What is a personal data?

Global understanding, as any information related to:

- **an identified or identifiable natural person** (GDPR) :  
the data subjects are identifiable if they can be directly or indirectly identified, especially by reference to an identifier
- But not only, it can be also understood as reasonably capable of being associated with, or be linked, directly or indirectly, with a **household** (≠ individuals) (CCPA).



# The rise of privacy regulations

**The Game-changer:** in 2018, when the **GDPR** came into full force it was the beginning of the new era of data privacy. GDPR served as a steppingstone for other governments to revisit their regulations and laws regarding data privacy.

## Who is joining the data privacy party?

### CCPA – In 2020, the California Consumer Privacy Act is becoming fully effective

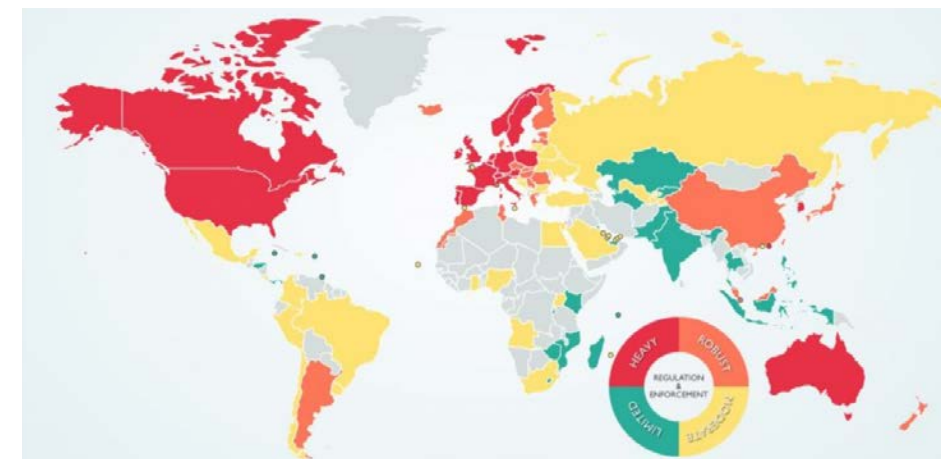
- Inspired by the GDPR, the CCPA is the first US privacy law of a similar magnitude (considering California is the fifth-largest economy in the world).
- will create new obligations for businesses in California and empower Californians to have more control over their data.

### DPB – Indian Personal Data Protection Bill

Far away from the European Union, India is brewing its own data protection bill set up to control the processing of personal data of Indian residents.

### LGPD –Brazilian General Data Protection Law

The enforcement date of the LGPD (Lei Geral de Proteção de Dados Pessoais) is 15 August 2020. The LGPD is intended to protect the personal information of 140 million internet users.



Source: <https://www.dlapiperdataprotection.com>

In 2020, more than 60 jurisdictions around the world have enacted or proposed postmodern privacy and data protection laws.

**Why privacy has become  
a critical business imperative  
& an important driver of  
consumer behavior**

# Rethinking “trust” in a new era of data privacy

**When consumers on a digital world are worried about their privacy but craving a personalized experience, how can we at KaiOS reconcile these two seemingly conflicting desires?**

**Through relevance, trust, and empowerment.**

As a result, privacy has fast-emerged as perhaps the most significant consumer protection issue in the global information economy.

**We believe that trust is at the heart of online users’ relationships.**

Indeed, while collecting and using data is a key way to deliver personalized, relevant ad experiences and drive traffic, it’s best done transparently — allowing users to maintain control over their own browsing journey.

**Some of the key elements of a transparent and trustworthy privacy relationship include:**

- an explanation of what data is and isn’t being collected, as well as how that affects a browser’s online experience via an easy access to a complete privacy policy.
- an opt-in/out choice that is easy to use and access, with language that explains how that will affect a browser’s ad experience.
- as well as information on any industry privacy standards or commitments our business has adopted.

# How data privacy & protection differentiate business today

## What will be the other benefits we could get from caring about privacy?

1. Attracting and retaining customers who care about privacy and are willing to act
2. Improving business agility and innovation
3. Enhancing the overall attractiveness of our company
4. Last but not least, not being fined

### How they treat data is how they treat me



### Won't buy if don't trust how data is used



Source: Cisco Consumer Privacy Study, 2019

# Privacy as a key to KaiOS successful business

# KaiOS GDPR Compliance Program in 5 steps

## What is our strategy?

Being compliant with the **highest standards of privacy regulation**.

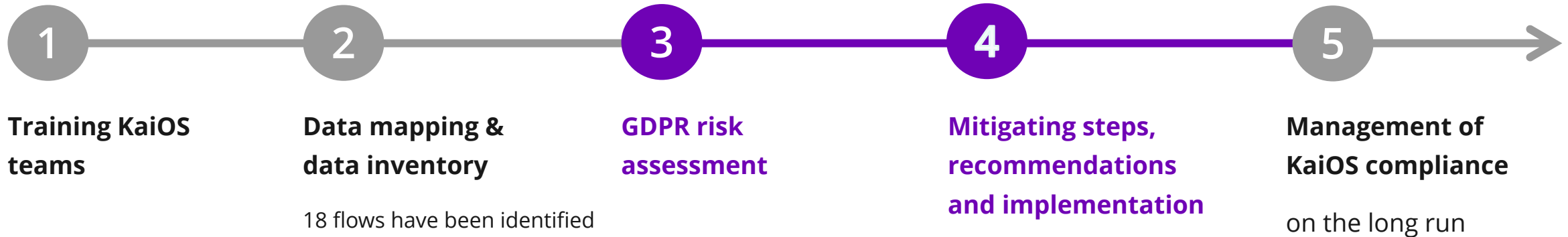
For this reason, we've started to ensure our full **compliance with the GDPR**, which is, as of today, the most mature privacy regulation.

### Data Collection & Processing

KaiOS is collecting and processing 3 types of personal data:

1. users' data
2. our own employees' personal information
3. business partners' personal data

WHERE WE STAND TODAY



# KaiOS privacy compliance on the long run

Data protection by design by default

**Objective: Increase our efficiency by thinking of privacy in advance and gain users' trust, by being:**

1. **proactive not reactive (*privacy by design*)** — privacy at the initial design stages and throughout the complete development process of its new products, processes or services that involve processing personal data
2. **preventative not remedial (*privacy by default*)** — when a system or service includes choices for our users on how much personal data he/she shares with others, the default settings should be the most privacy friendly ones.

## **Proactive valuable step**

KaiOS is currently in the process of being ISO 27001 certified, in order to protect information processed and reduce cyber threats by implementing, maintaining and improving an information security management system (ISMS).

# Thank you!



# Thank you for your time!

Access to presentation slides and other materials will be sent to you in a follow-up email.

Reach out to the team if you have further questions.

**KaiOS**  
enable tomorrow

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 [kaiotechnologies](https://www.linkedin.com/company/kaiotechnologies)   [@KaiOStech](https://www.facebook.com/KaiOStech)

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