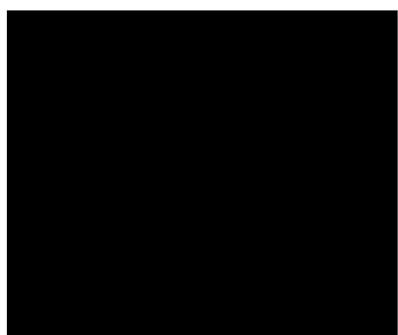




Business Plan - iMobility

IMGROUP PTY LTD ECNS / ECS LICENSE APPLICATION

09 APRIL 2025





Email: 

Executive Summary:

Our company, iMobility Pty Ltd, is seeking an ECNS (Electronic Communications Network Service) license to operate as a 1st Tier Telecommunications network Provider in South Africa, offering Wholesale voice services to customers across the country.

Over the next 5 years, we plan to establish robust network infrastructure, building a network capable of high volumes of Voice and Messaging services. We will offer a range of services, including voice, data, SMS, and value-added services, and generate revenue through wholesale, data and voice termination, and value-added services. iMobility already has the necessary Core equipment needed in order to establish Direct Voice Interconnections



1. Company Overview:

iMobilityPty Ltd is a Level 2 BEE Compliant, South African-based company that offers Telecoms services which include Hosted Unified Communications, Voice Termination, Bulk SMS, Wholesale 5G Data and Consulting services.

Our core industry focus is on Licensees, Resellers, Large Corporates, Contact Centers, Voice Aggregators essentially any Wholesaler of Voice services with the full capacity of supporting National and International Markets.

*iMobility is currently License exempt ()

As specialists in our field with a collective of over 80 Years of Industry experience, iMobility is an organization focused on providing worldwide leading Telecoms & Consulting services.

Through proficiency and tailored product offerings well suited to maintain and develop our customers Network and Infrastructure needs—we pride ourselves on offering a quality service with a difference.

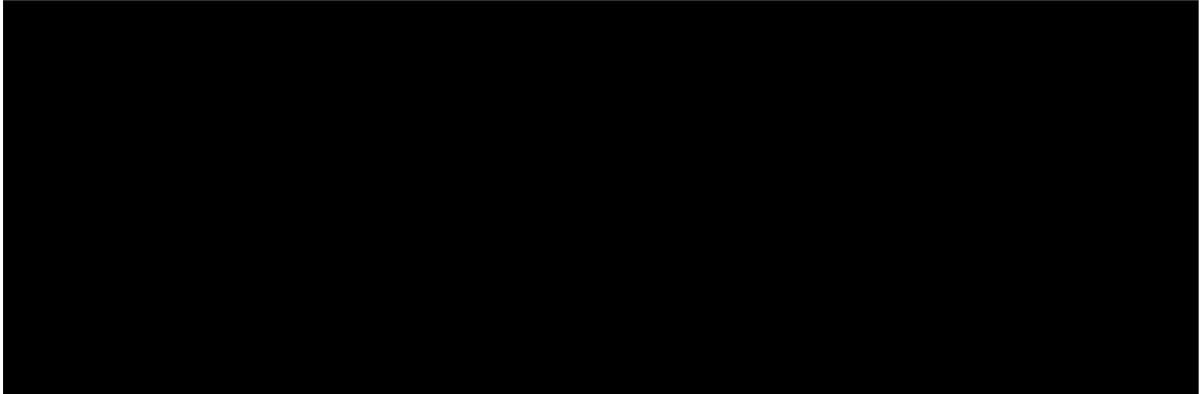
Possessing an extensive level of Technical and Commercial experience across the Telecoms industry—innovating and providing solutions to our customer's Telecoms requirements is always at the heart of what we do

2. Mission Statement:

Our mission is to become a leading Telecommunications Network Service provider in South Africa and abroad, delivering high-quality, Wholesale, affordable, and innovative voice, SMS and data services to our customers, while maintaining a strong commitment to regulatory compliance and social responsibility.

3. Business Objectives:

1. Transfer an Individual ECNS license within the next 3-6 months

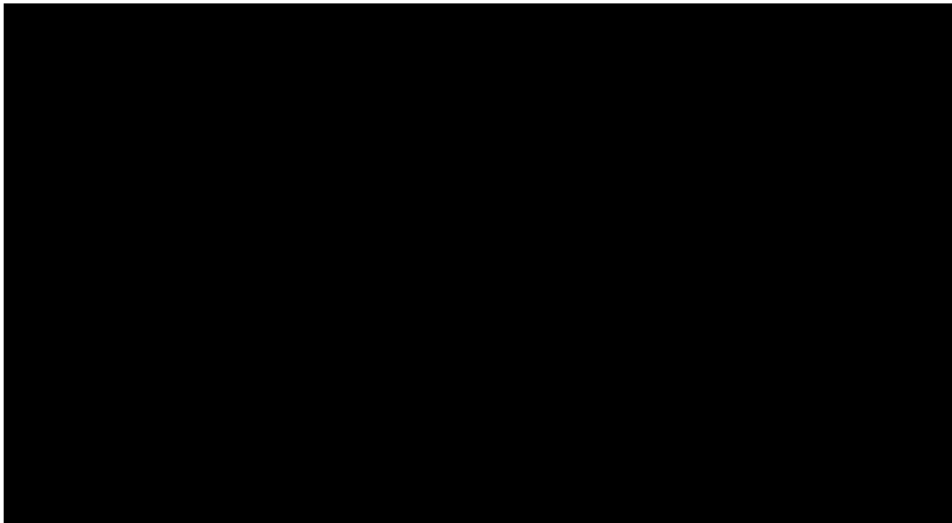


6. Improve customer service experience through direct engagement with Operators eliminating 3rd party engagements.

4. Current Network Infrastructure:

> PROVIDE CURRENT VS NEW BUILD TO PROVIDE SERVICES OFFERED UNDER ECNS LICENSE

5. Product & Service Offerings Requiring ECNS Licensing:



*Disclaimer: Services will be enhanced over the tenure of the licensing being awarded.

6. Business Model 1-5 Years Projected:

To achieve 40 million Voice Minutes & 3-5 million SMS (Messages) within the first year of obtaining the ECNS license, here's a brief strategic overview:

Short-Term (0-12 months)

1. **Network Deployment:** Focus on deploying a robust and reliable network by establishing direct interconnections for Voice and SMS services. This will increase profitability allowing us to scale and support the anticipated growth of the organization in coherence with improving our customer experience.
2. **Partnerships:** Establish partnerships within SME's and Aggregators with an increased focus on the Africa Market offering OPEX based solutions.
3. **Marketing:** Develop a comprehensive marketing strategy, including social media, online advertising, print media, and events, to create increased awareness around our brand and services.

Medium-Term (12-24 months)

1. **Network Expansion:** Expanding Network capacity to ensure min support of 50 million Voice Minutes and 10 million SMS's (Messaging)
2. **Service Offerings:** Introduce new services, value-added services (VAS), to attract and retain existing Partners. As well as further development of AI and Omnichannel services within the CX spheres of operation.
3. **Distribution Channels:** Establish a broader network of distribution channels with specific focus on CX Markets in Africa .
4. **Customer Service:** Develop a customer-centric approach, with a focus on providing excellent customer support, to build loyalty and retain partners

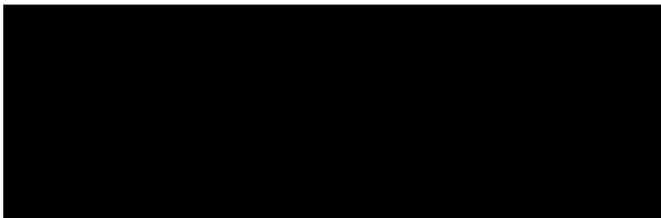
Long-Term (24-36 months)

1. Aggressive Marketing: Launch aggressive marketing campaigns, including Magazine Publications, radio ads, social media and sponsored events
2. Strategic Partnerships: Form strategic partnerships with key players in the industry, such as BPO Contact Centers in Africa and International CX services with organizations based in South Africa who service International Markets.
3. Innovative Services: Introduce innovative services within AI Technology to differentiate from competitors and attract new Partners.

7. Market Analysis:

The South African telecommunications market is highly competitive, with several established players operating in the market. However, there is still a significant demand for reliable and affordable voice and data services.

Our target market includes:



8. Financial Considerations:

Key Performance Indicators (KPIs)

VOICE MINUTES - VOLUME

Voice Minutes # 300000000 per month in the first year, increasing to #400000000 per month in the second year, and #500000000 per month in the third year.

Year 1	10 million minutes (current)
Year 2	10 million minutes
Year 3	10 million minutes
Year 4	10 million minutes
Year 5	10 million minutes

VOICE MINUTES - GROSS PROFIT

Voice Minutes R500000 per month in the first year, increasing to R740000 per month in the second year, and R950000 per month in the third year.

Year 1	R500000
Year 2	R740000
Year 3	R950000
Year 4	R950000
Year 5	R950000

SMS - VOLUME

SMS: 3million per month in the first year, increasing to 6 million per month in the second year, and 10 million per month in the third year

Year	1 million
Year	2 million
Year	3 million
Year	4 million
Year	5 million

SMS - GROSS PROFIT

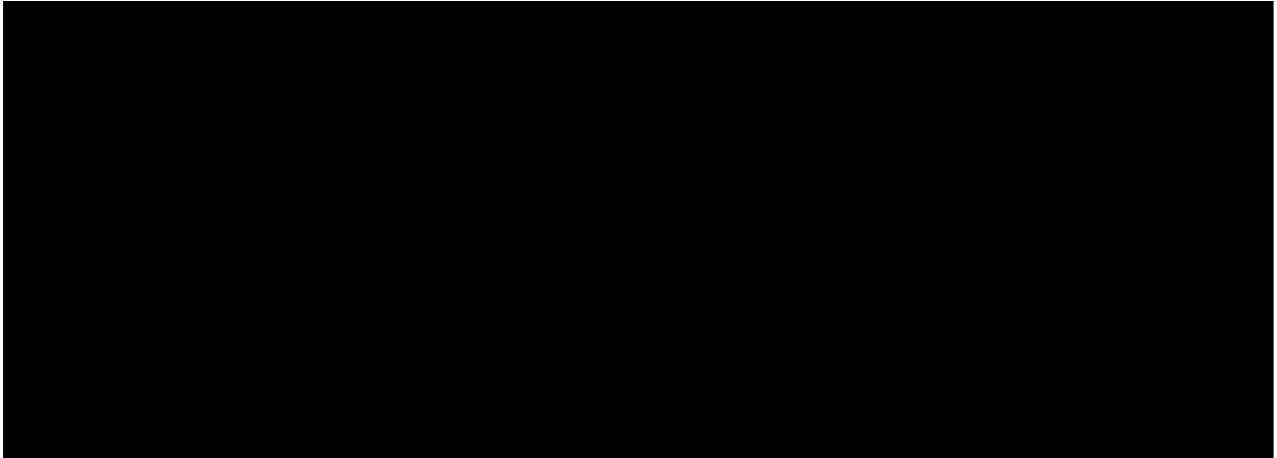
SMS: R3000000 per month in the first year, increasing to R600000 per month in the second year, and R1000000 per month in the third year

Year	R3000000
Year	R600000
Year	R1000000
Year	R1500000
Year	R2000000

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Management Team:

Our management team has extensive experience in the telecommunications industry, with a strong track record of delivering successful projects and managing complex operations. With a combined 80 + Years of Industry experience.



Regulatory Compliance:

We are committed to maintaining the highest standards of regulatory compliance ensuring that our operations are fully compliant with all relevant laws and regulations.