



say hello

 apifon

and let us introduce
ourselves



messaging

taking it one
step further



rise of apifon

Ground zero

- fast growth of mobile market
- b2c communication potential

Founding apifon

- user friendly platform to meet market needs
- a2p (application to person)

50% **annual**
revenue growth



2014: 5 employees

2017: 31 employees



National Champion
2016–2017

Sponsored by



European Business Awards

Nominated as National Champion for Greece at The European Business Awards 2016/2017, sponsored by RSM; Europe's largest business competition set up to celebrate business excellence and best practice in the European business community.



Stelios Awards for Young Entrepreneurs

Awarded at Stelios Awards, presented to entrepreneurs under 40 years old who have demonstrated exceptional entrepreneurial spirit and business ability in Greece.

person to person

The traditional mobile phone allowed P2P (person to person) SMS exchange.

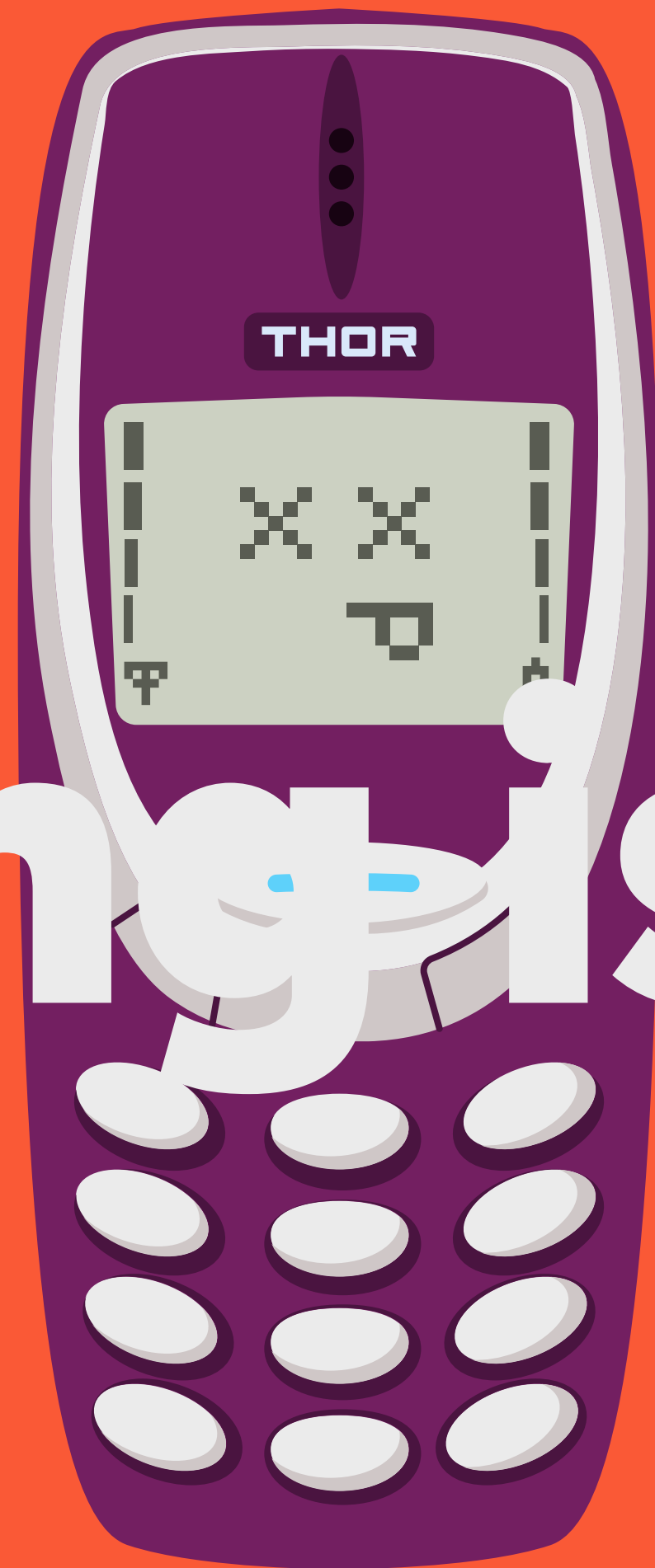


remember me?

no? but I introduced SMS
as a communication tool



the king is dead



mobile technology
evolves

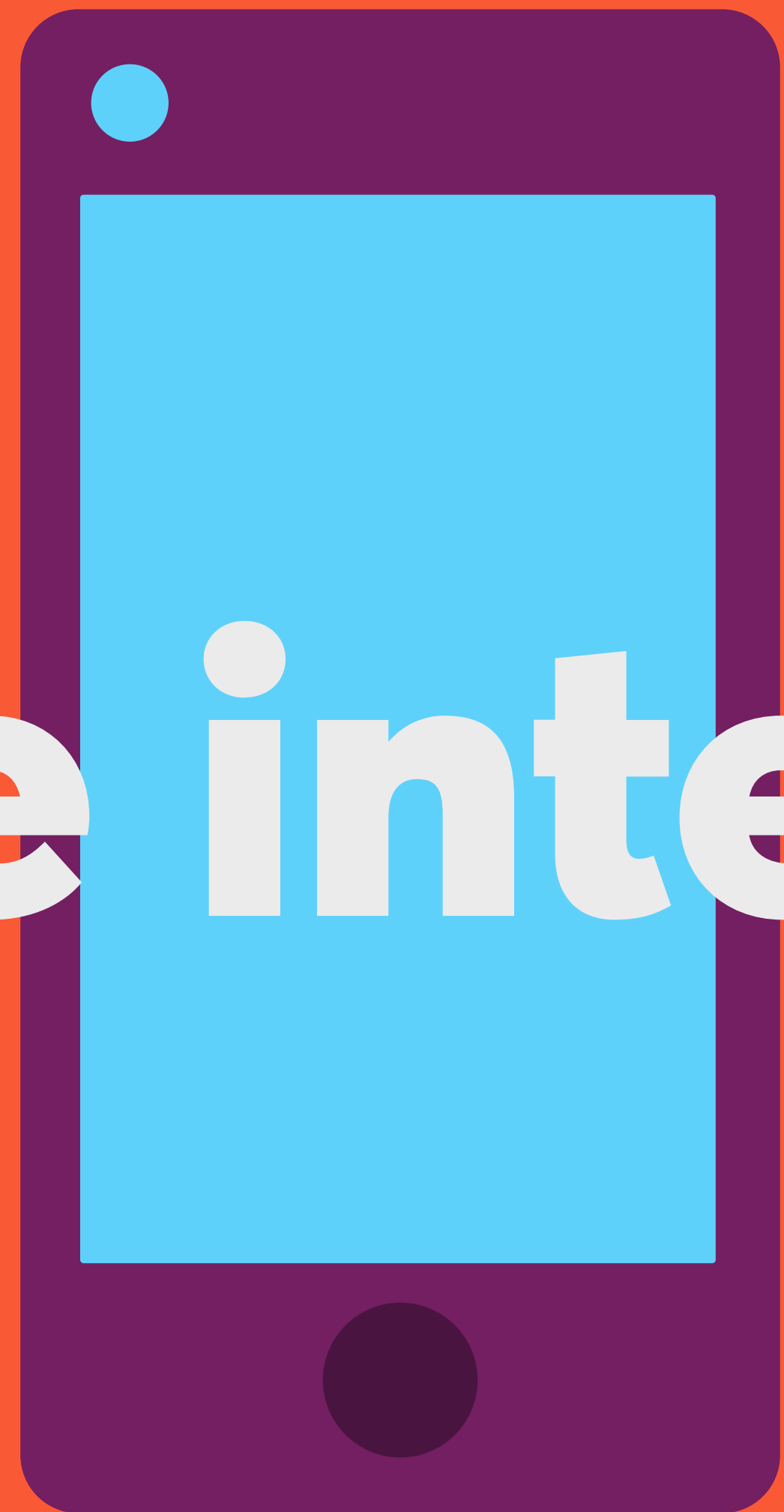
long live the king

the smartphone
is born



mobile internet

came along with
the smartphone

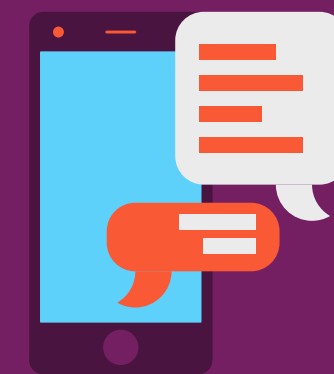


new oppportunities

unlocked
the smart way



behavioral tracking



chat apps



push notifications

hybrid

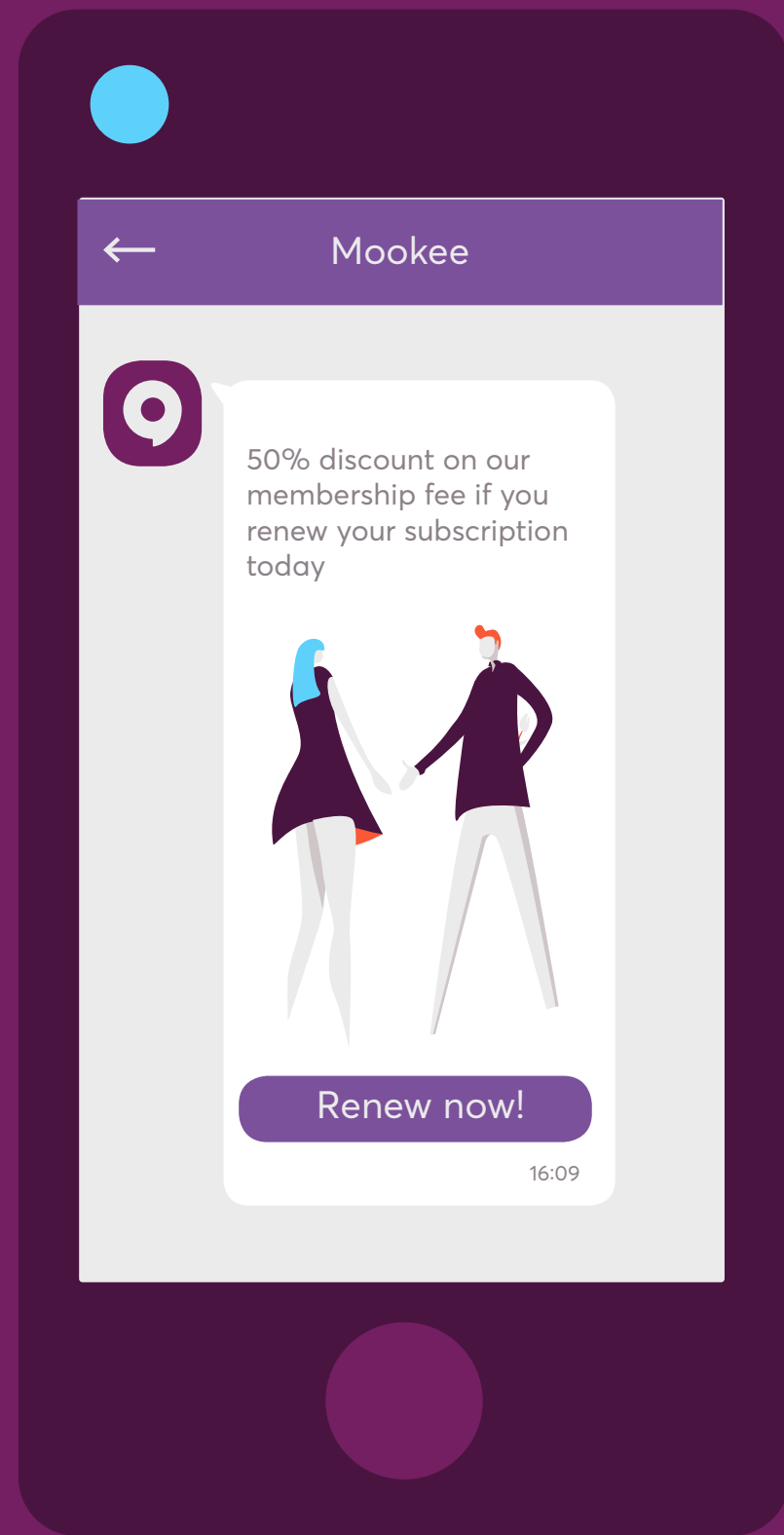
We merge different kinds of messaging channels for optimized, targeted campaigns.

We help enhance conversion rates and reduce communication costs.

Send SMS, email, landing pages, chat app messages on their own; or combined!







 **apifon**



Viber



IM successful

if not delivered



SMS gateway



SMS successful



rich content



customer profiling



rich user experience

the future



reveals its possibilities.
join us to see them clearly.



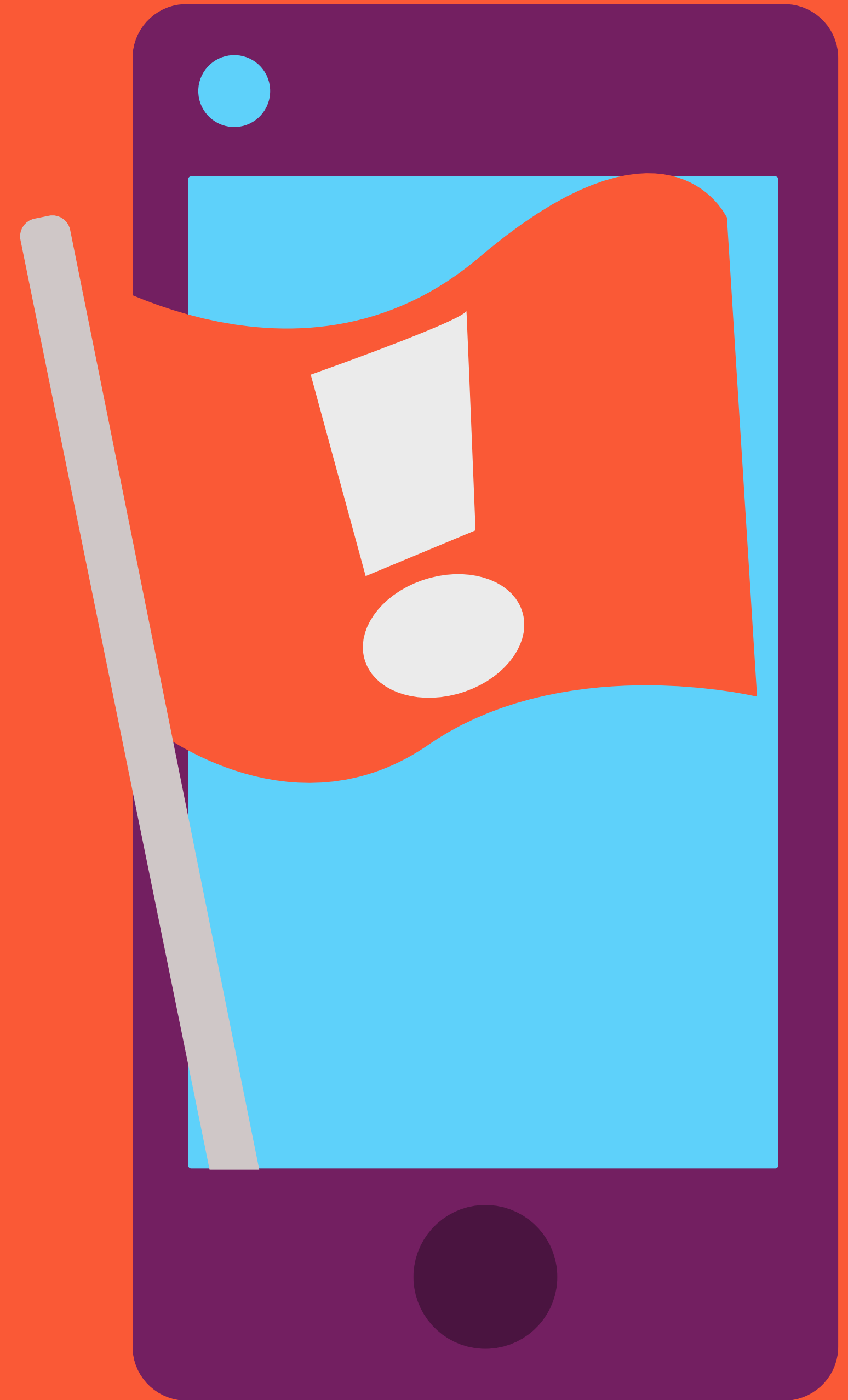
all connected

sms, chat apps, email
and voice in one platform

**interaction with
consumers**



**better
targeting**



personalised communication

A stylized graphic of a person's head and shoulders in profile, facing right. The head is light blue, and the person is wearing dark blue-rimmed glasses. The left lens of the glasses is a solid orange circle with a white checkmark inside. The right lens is also a solid orange circle. The background is a solid orange color.

65% of executives worldwide rank personalized marketing as their top technology investment priority

data driven

personalisation

- personalised communication
- engaging content

0100010000

1000010010

1000001100

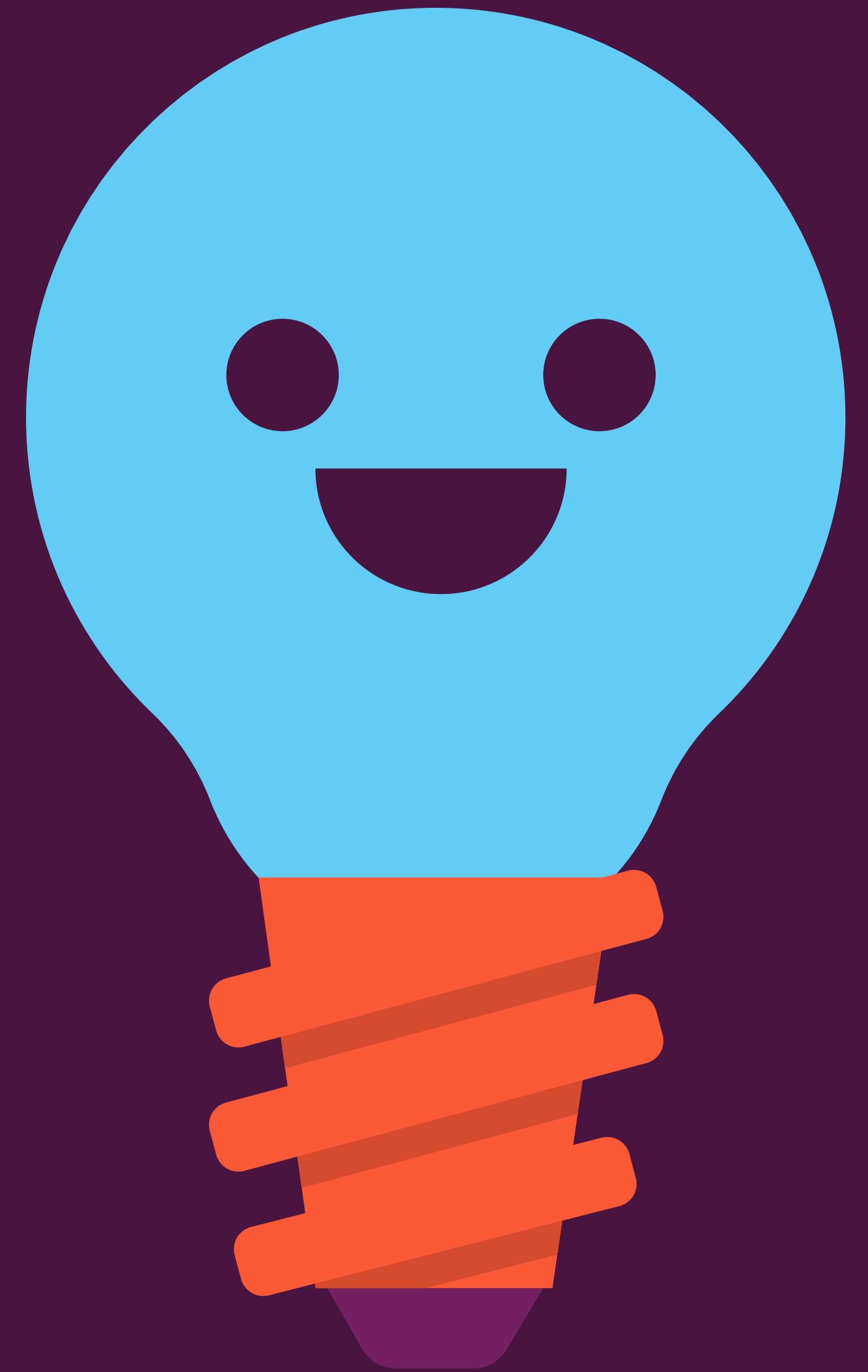
HEY YOU!

1100101010

0010101001

light up two-way

- enabling instant chat response
- aggregating chat channels
- assisting service agents





thank you

