NetQin Mobile Security Products and Services

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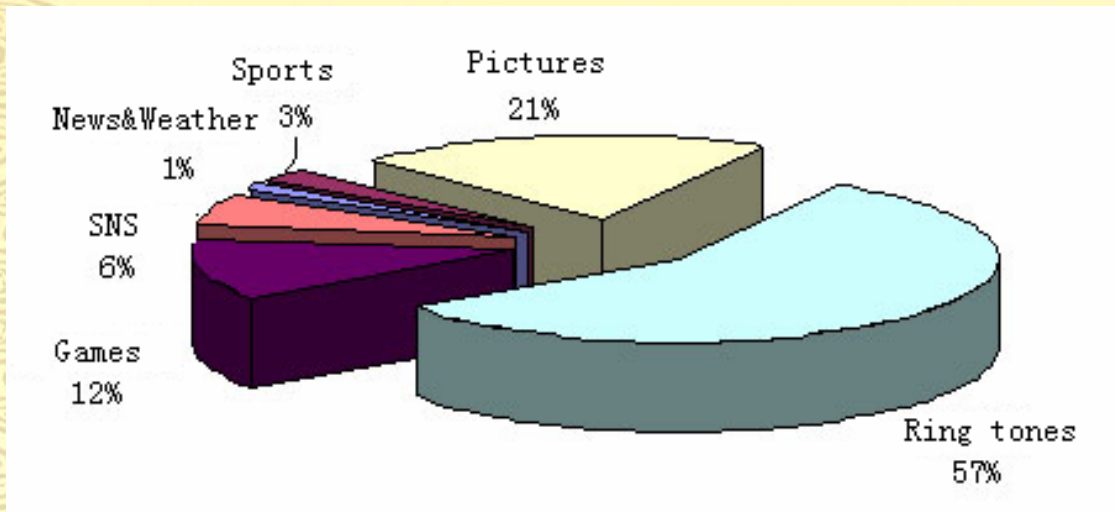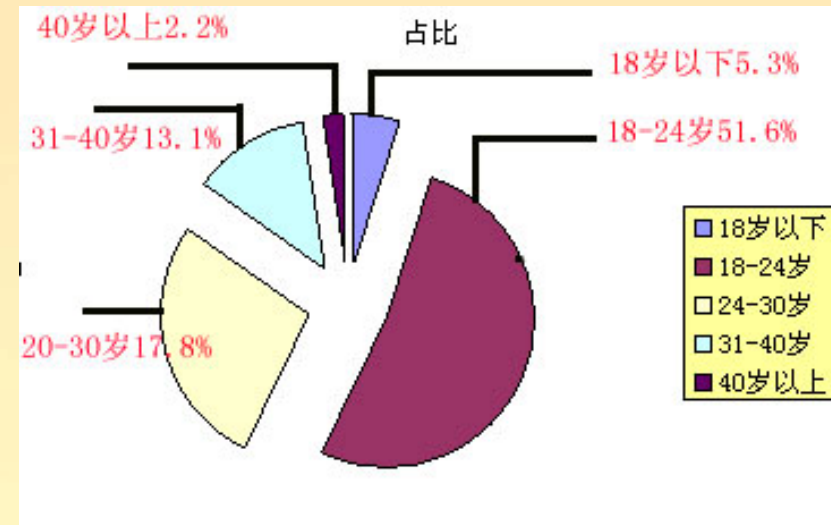www.netqin.com

Outline

- <u>Chinese Market</u>
- <u>About NetQin</u>
- NetQin Security Services
  - Mobile Anti-Virus
  - Communication Master
  - Mobile Anti-Lost

Chinese Market

- 500M mobile users
- 10% smartphone users
- 300 Billion SMS per year
- 2 mobile operators
  - China Mobile (80%)
  - Union Communication(20%)

Introduction of NetQin

- Founded in 2005, Based at Beijing, China
  - More than 100 staffs
  - Symbian Platinum Partner
  - Nokia Forum Pro Member

- Up to October, 2007, NetQin has owned more than 2.3 million active users over 200 countries.
- Vision
  - To be most outstanding mobile security company in the world.
  - http://www.NetQin.com

Market Requirements

NetQin Mobile Security Services

Virus, malicious software…

Theft, lost

Spamming SMS and boring phonecall…

NetQin's Security Services

- **NetQin Mobile Security Services**
  - Mobile Anti-Virus
    - Virus, malicious software
  - Communication Master
    - Calling Manager, Anti-spamming, Privacy Protection
  - Mobile Anti-Lost
    - Retrieve and delete info remotely when phone is lost
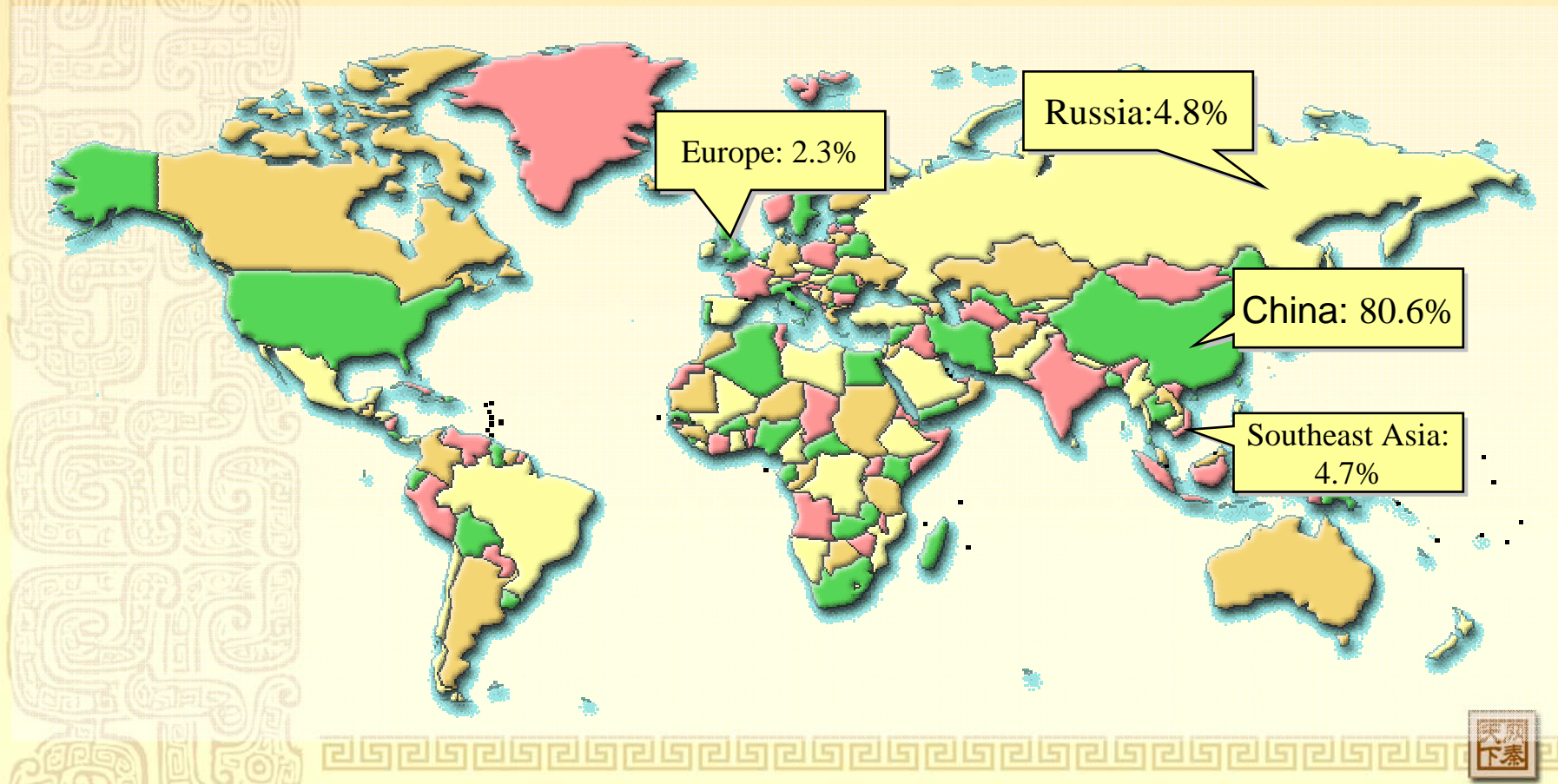

Communication Master

Anti-Virus

Anti-Lost

NetQin User Distribution

- Up to 2007.10, NetQin has owned more than 2.3 million active users over 200 countries.

Europe: 2.3%

Russia:4.8%

China: 80.6%

Southeast Asia: 4.7%

- Technique
  - Owned dozens of patents in the field of mobile security

- Product
  - NetQin mobile anti-virus is the first Application which owns over 1million active <u>symbian users</u> in China
  - Increasing over 14,000 new users everyday

- Operation
  - Provide security services since Oct, 2005
  - Rich Operation Experiences
  - 24/7 customer service

Partners and Channels

- Carrier: China Mobile
  - Technique Support
  - Service provider

- Manufacturer: Nokia, Samsung, etc…
  - Preinstall NetQin products

- Internet companies: Tencent, Tom, KongZhong
  - Promote NetQin products

- Mobilephone Sales Channel: ZhongYouQiCai Group
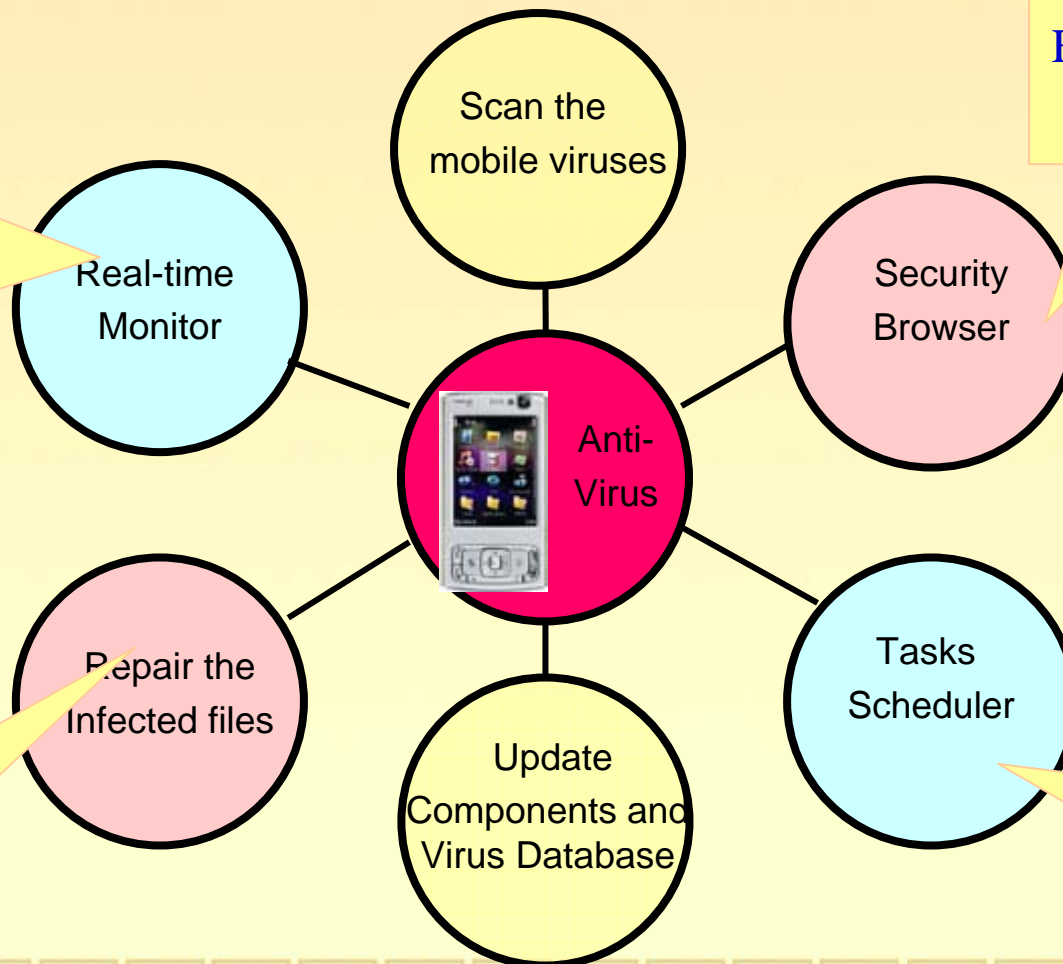 - Recommend NetQin products when selling cellphones

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Mobile Anti-Virus

- Cover over 300 viruses
- Support more than 300 models
- Provide **integrated security** service for Smartphone

Monitor all the entrance including GPRS,bluetooth, MMS,etc.

Filter the erotic or baleful wapsite

Scan the mobile viruses

Real-time Monitor

Security Browser

Anti-Virus

Repair the Infected files

Update Components and Virus Database

Tasks Scheduler

Delete the virus and keep normal file usable

Start update or scan task at a scheduled time

Target Users and Business Model

[Business or Enterprise]

NetQin
Anti-Virus

[Young]

Last Recharge Time:
Unknown
Last Update Time:
Unknown

Checking the latest
virus definition...
Access point: 移动梦网

Cancel
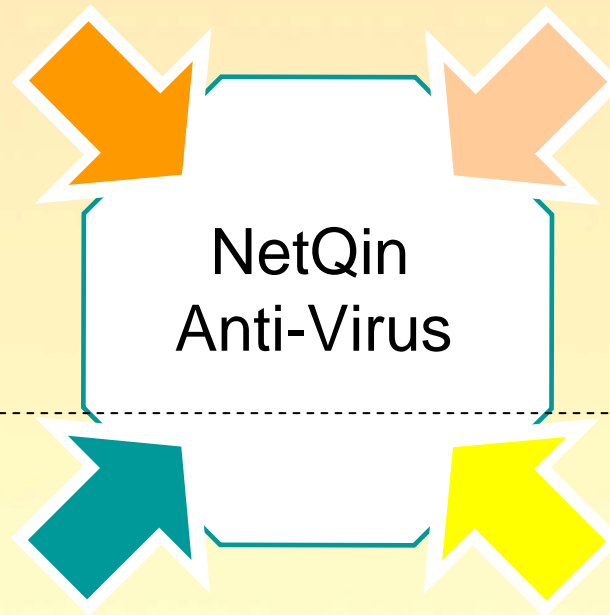
updates viruses
definition via
GPRS,etc

■Charge the user when updating
virus definition

■By SMS, WAP

■Rate $1 per month in China

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Communication Master

A multi-layer anti-spamming SMS filter

Communication

Master

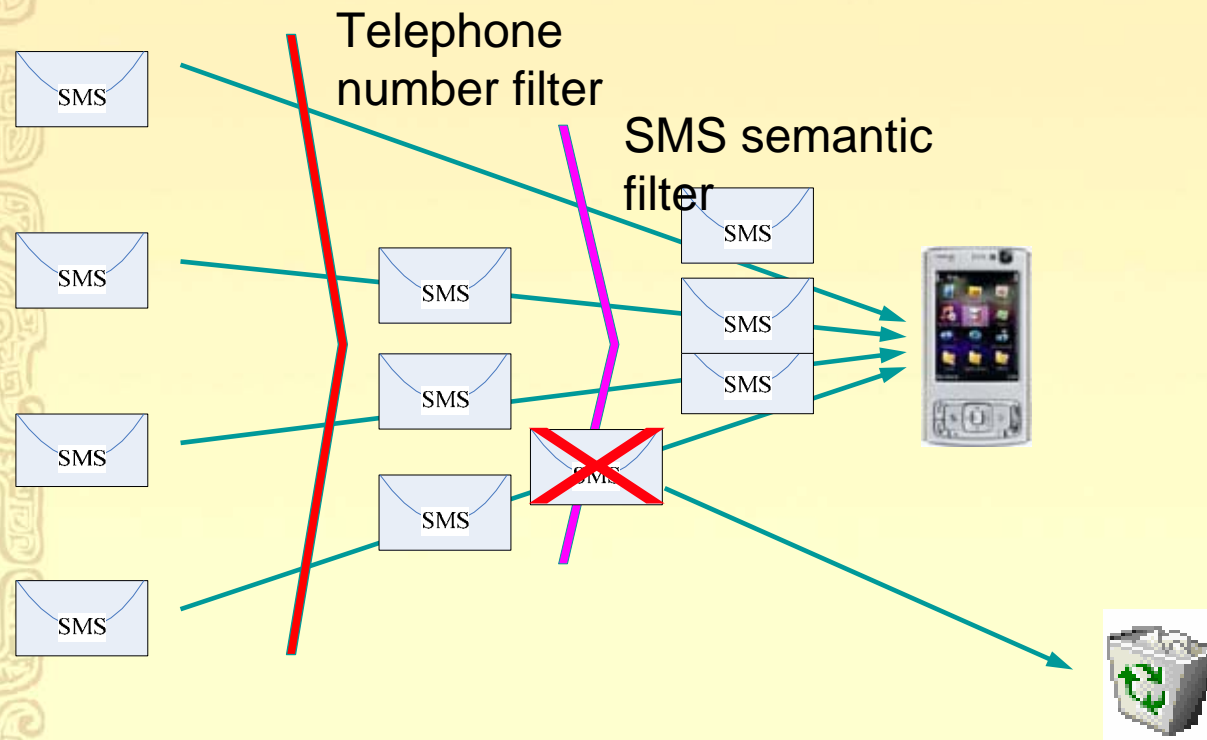A senario-driven calling manager

A special mode to protect privacy

Anti-spamming SMS Filter

- A multi-layer SMS filter
  - Source number : Contact list, Black/White list
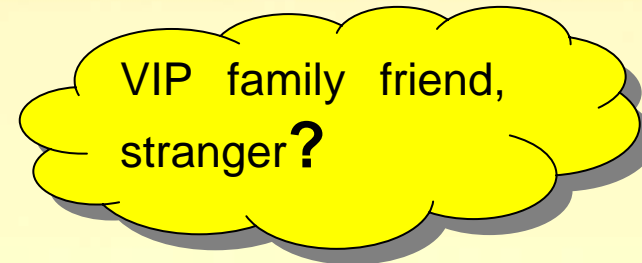 - Semantic analysis : Based on over 1 million spamming SMS samples, Accuracy >99%

Call Management

- **Scenario-driven profile**
  - Scenarios: Meeting, week-end, Concert, …
  - Group the contacts into VIP, friends, family, classmates, …
  - Various ways to deal with incoming call
    - ringing off directly
    - ringing off plus SMS
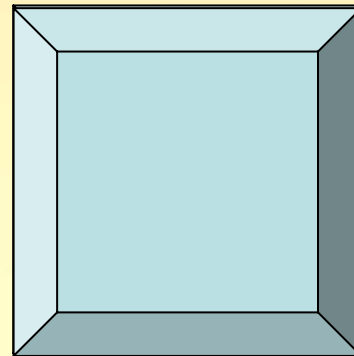   - Auto reply

friend

Send message

VIP family friend, stranger?

Privacy group

- A special group : Privacy group
  - All the communicating logs with privacy group, including calling events and messages will be stored in an secret space.
  - To enter the secret space, you should provide the correct password.

Target Users and Business Model

[Business or Enterprise]

NetQin
Communication
Master

[Young]

Last Recharge Time:
01-05-2007 16:59:43
Last Update Time:
Unknown

Downloading. . .
Progress: 2K/4K

Cancel

Charge when updates policy database via GPRS,etc

■Free for basic functions

■Charge for multi-layer SMS filter and 'privacy group' function

■Rate　$1 per month in China

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Mobile Anti-Lost

Remote Control by SMS

Retrieve private data

Destroy private data

One-stop service to carry out anti-theft operations

Mobile Anti-Lost

Auto hidden interface, survivability against formatting.

Backup contacts to NetQin server to minimize the loss

NetQin Anti-Lost Service

- **Stealthy Anti-theft**
  - **Run at background, input #57# to activate the interface.**
- **SIM card Monitoring**
  - **Once the SIM card is replaced, it will alarm the trusty number to carry out the anti-theft operations.**
- **Remote control by SMS**
  - ***Retrieve Contacts***
  - ***Deleting private data remotely***
  - ***Locking cell-phone remotely***
  - ***SMS and call transfer*** When users forget to carry mobile phones
  - ***Query contacts*** When users forget to carry mobile phones

Target Users and Business Model

[Business or Enterprise]

Mobile Anti-Lost

[Young]

Last Recharge Time:
01-05-2007 16:59:43
Last Update Time:
Unknown

Downloading. . .
Progress: 2K/4K

Cancel

Charge when recovering contacts via GPRS,etc

■Charge for recovering contacts

■Charge for remote control by SMS

■Rate　Pay $0.5 per month in China.

NetQin Mobile Security Services

Thanks!

Q&A

Enjoy your mobile life with NetQin's security services!