



KEY BENEFITS:

Simplicity

The simple Advanced Pay model is easy for subscribers to understand, which promotes customer adoption, satisfaction, and retention. The simplicity of unlimited usage by the day also alleviates a primary subscriber concern about prepay plans—tracking and planning usage minutes.

Market Expansion

The Advanced Pay model appeals to groups that are not typically wireless subscribers, helping carriers penetrate new market segments.

Operationally Efficient

VeriSign's Advanced Pay requires minimal hardware and software additions, and eliminates much of the overhead and recurring costs associated with prepaid and postpaid billing systems.

Advanced Pay Wireless Billing

Advanced Pay from VeriSign is a wireless billing model that allows subscribers to pre-pay for airtime by the day versus by the minute. Subscribers enjoy unlimited local airtime usage in a pre-defined area for a flat fee paid in advance. Unlike traditional postpaid and prepaid solutions, there is no roaming, long distance, or bundles of minutes to manage. With Advanced Pay, customers have the flexibility to choose duration options (i.e., one day, one week, one month) and can employ value-added features such as voicemail and SMS.

+ Low-Cost Model

Advanced Pay is a low-cost, operationally efficient billing model because it requires minimal mediation and rating, no contract maintenance, no mid-call teardowns, and no manual monitoring (auto-hotline, auto-disconnect, etc.) or process management, thus eliminating overhead and recurring costs that are often associated with today's conventional, integrated network, prepay usage systems. Advanced Pay also simplifies point-of-sale and collections and requires minimal hardware and software additions.

+ Visibility into Subscribers

Traditional, card-based, prepaid models require no registration of the subscriber and thus provide no opportunity for carriers to establish brand recognition and maintain contact with the customer. With the Advanced Pay model, subscriber information is stored in a customer database, which gives carriers access to the subscriber information that is critical to targeted marketing efforts designed to increase subscriber satisfaction and retention. Distribution of recurring monthly replenishment reminders, via mail or SMS, also provide additional customer touch-points that help strengthen the customer relationship.



+ Reach Emerging Markets

Advanced Pay is the ideal billing model to reach emerging market segments which generate lower Average Revenue per User (ARPU), but provide the carrier with important revenue and subscriber growth opportunities. Infrequent travelers, local businesses, families desiring a second mobile phone, and teenagers can benefit from local-only calling while protecting themselves from financial risk resulting from misuse.

Additionally, Advanced Pay perfectly caters to travelers coming into a market for a specified number of days. The service could be marketed at airports, ports, tourist centers, or rental car agencies, giving travelers the option to buy days instead of minutes of local service.

+ Wireline Replacement Strategy

According to the Yankee Group (2003), U.S. subscribers now spend more time on their cell phones than their wireline phones. This trend represents a growth opportunity for wireless carriers who have solutions like Advanced Pay. As wireless number portability enables landline numbers to be ported to cell phones, a greater number of subscribers will abandon their wireline phones in favor of a local wireless solution.

+ About VeriSign

VeriSign, Inc. (Nasdaq: VRSN), delivers critical infrastructure services that make the Internet and telecommunications networks more intelligent, reliable, and secure. Every day VeriSign helps thousands of businesses and millions of consumers connect, communicate, and transact with confidence.

Additional news and information about the company is available at www.verisign.com.



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