

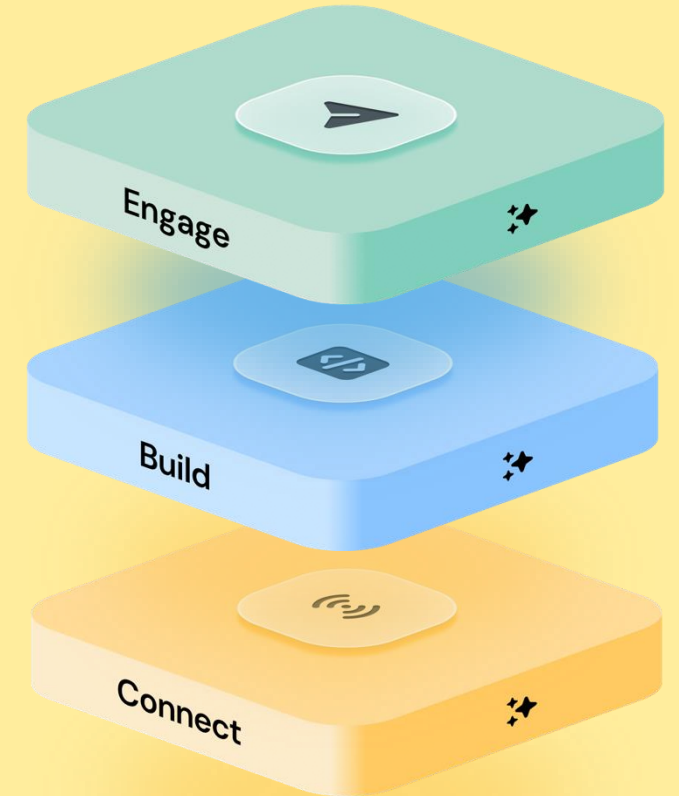


RCS Recipe for Success:

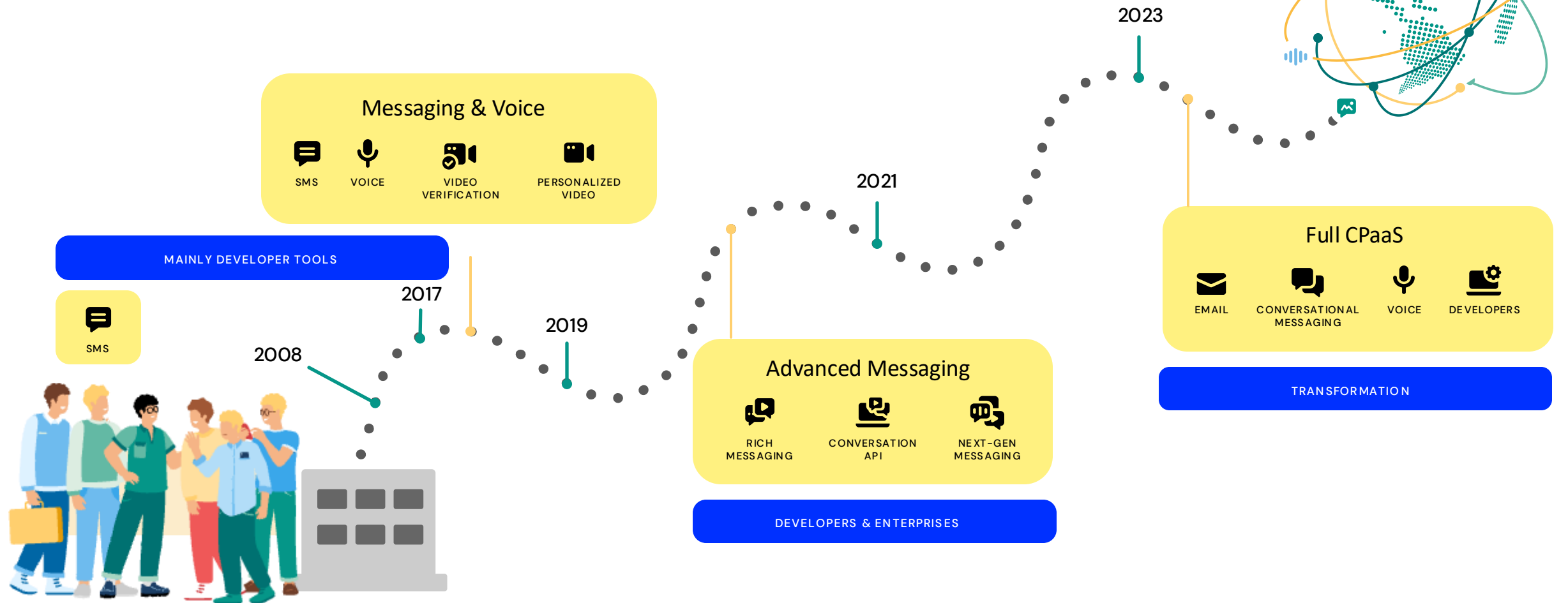
Key ingredients for MVNOs

Francois Boshoff

MAY 2025

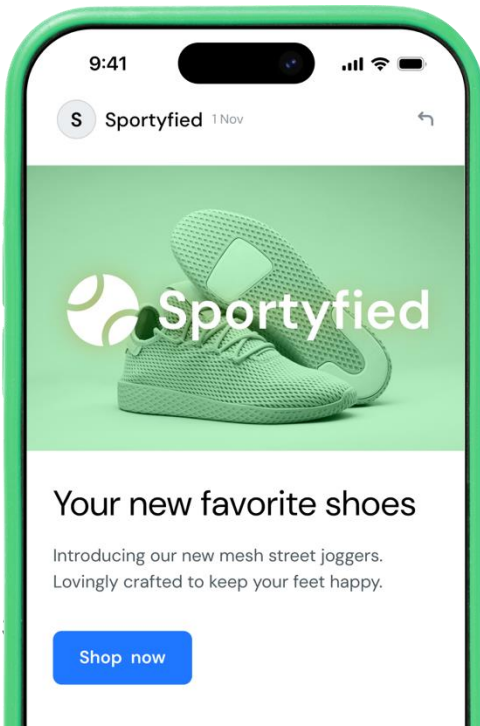


Market & product evolution

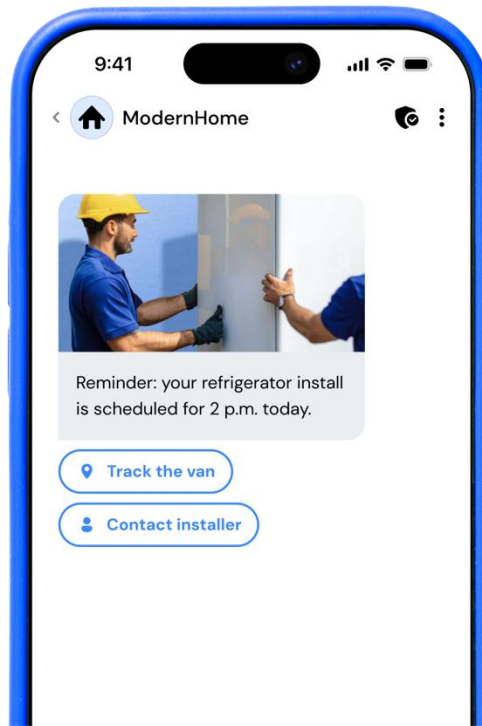


Businesses rely on digital customer communications to keep customers...

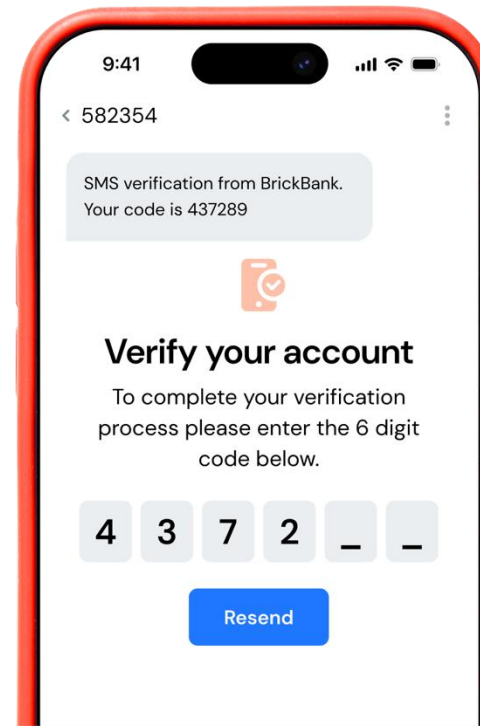
Engaged



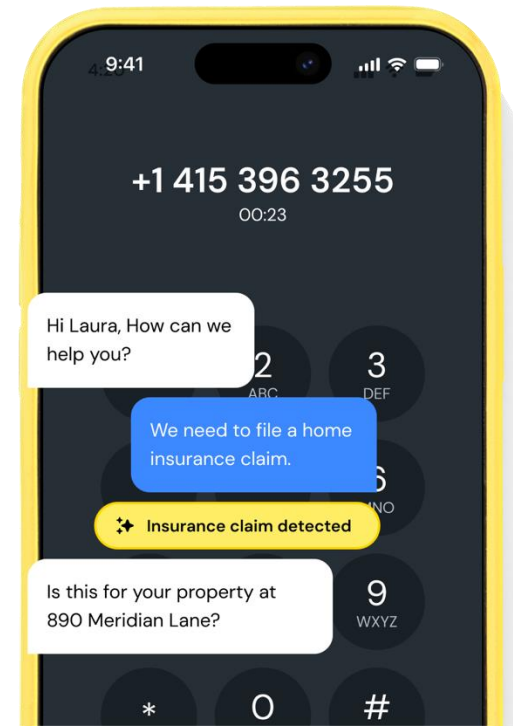
Informed



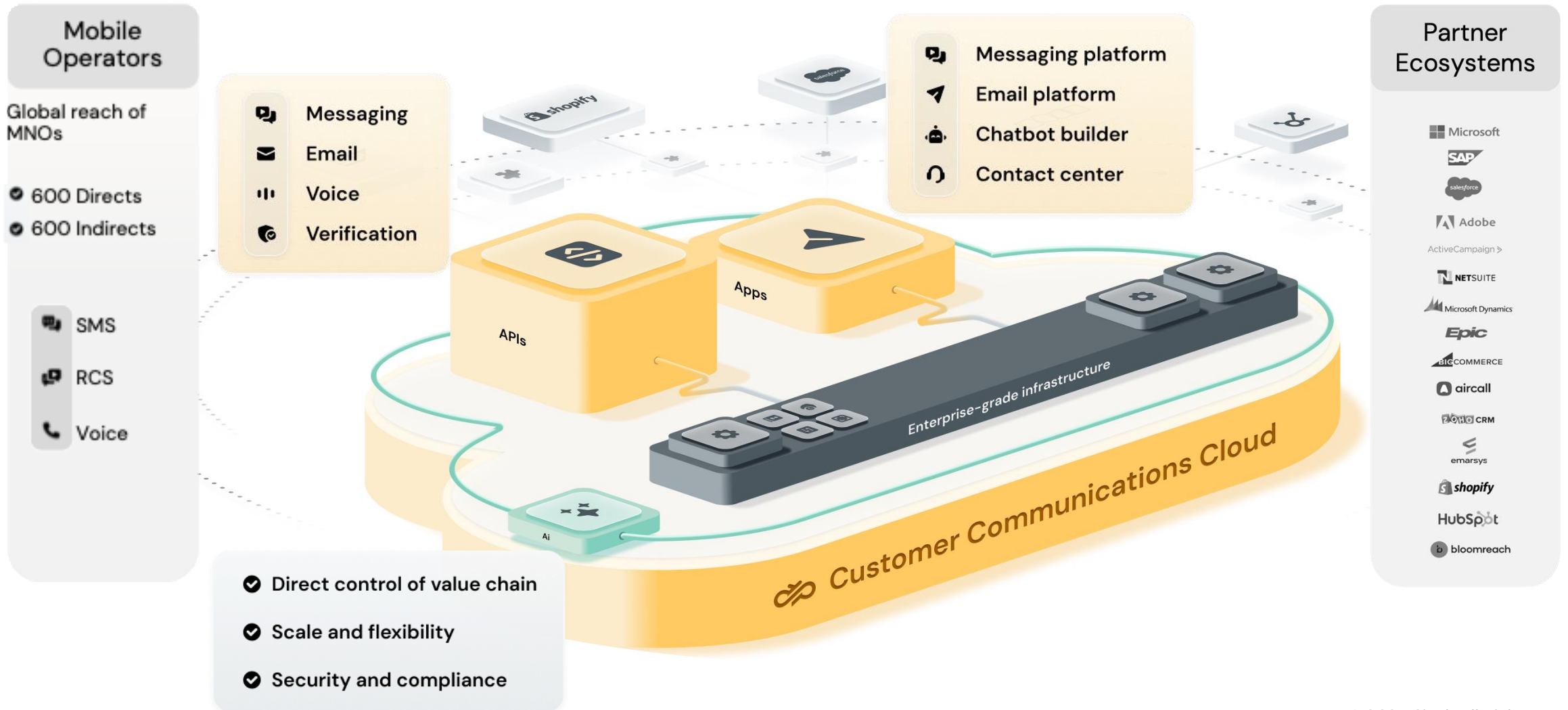
Safe



Happy



Sinch's Digital Customer Communications Cloud



Trends in Messaging



Customer insights
& analytics



End-to-end
customer journey



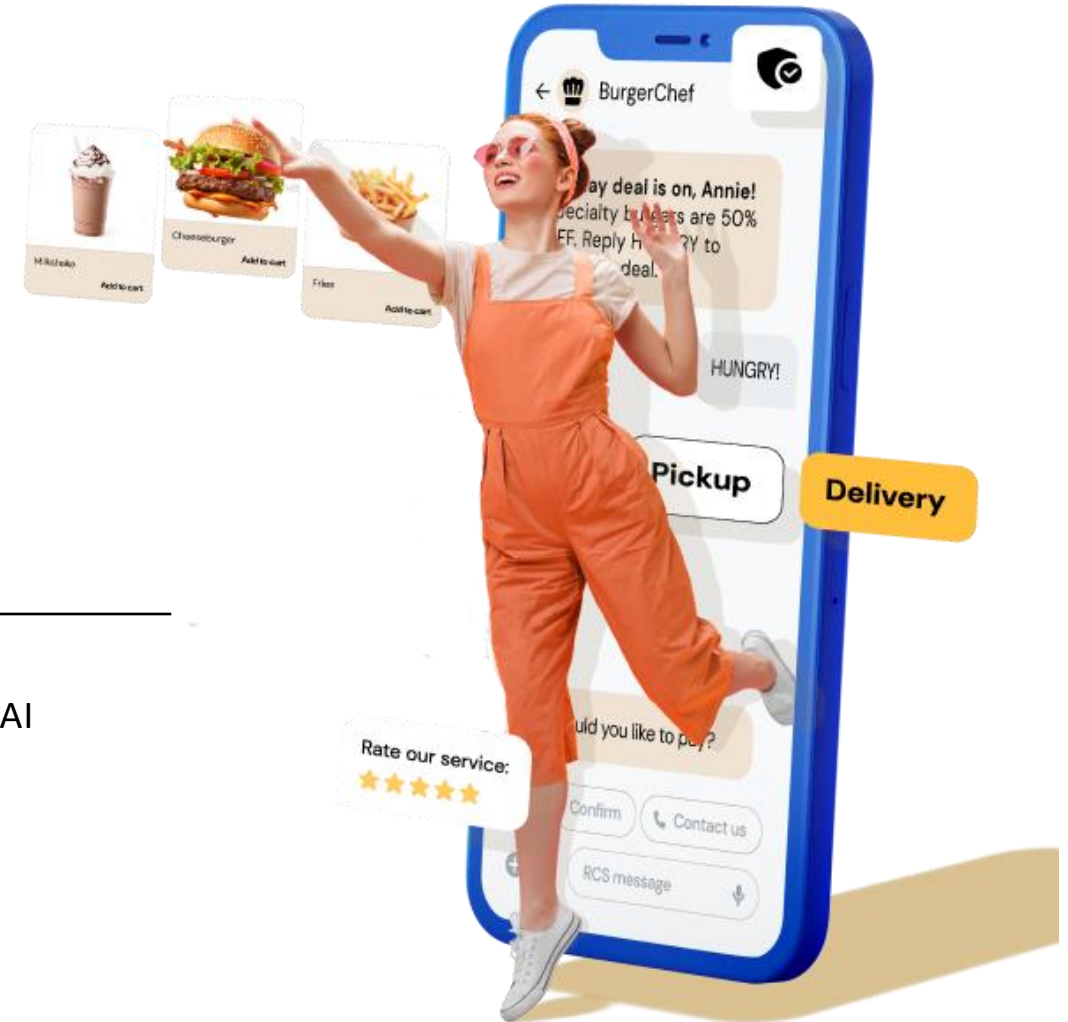
Rich communication
channels and tech



Fraud and security



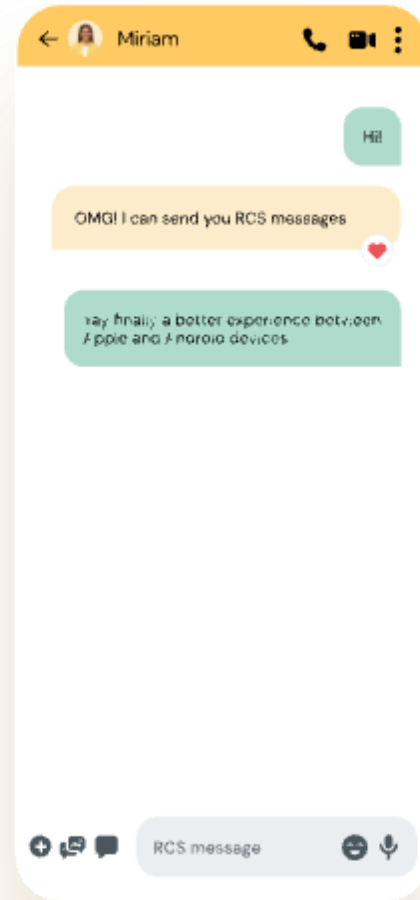
Conversational
experiences & AI



Defining RCS and RCS for Business...

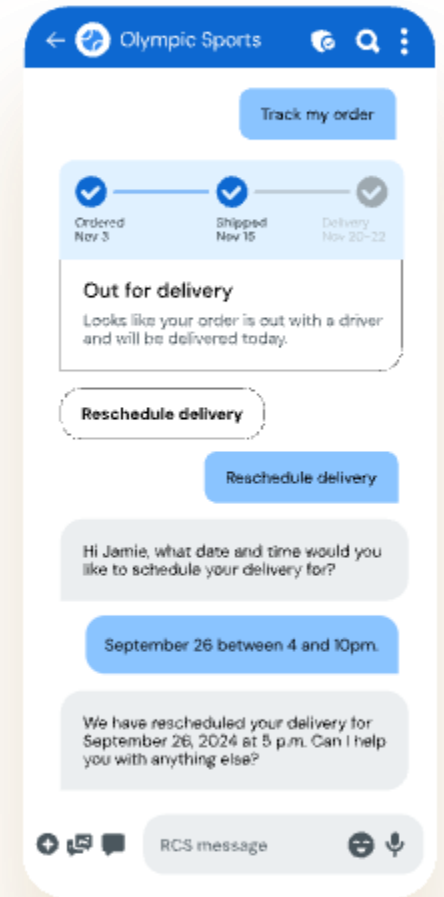
Rich Communication Services (RCS)

- An industry standard for messaging
- Expected to displace the majority of SMS and MMS over time - but SMS is not dead yet!



RCS for Business

- Commercial form of RCS, enabling communication between businesses and consumers
- This was previously called RCS Business Messaging (RBM)



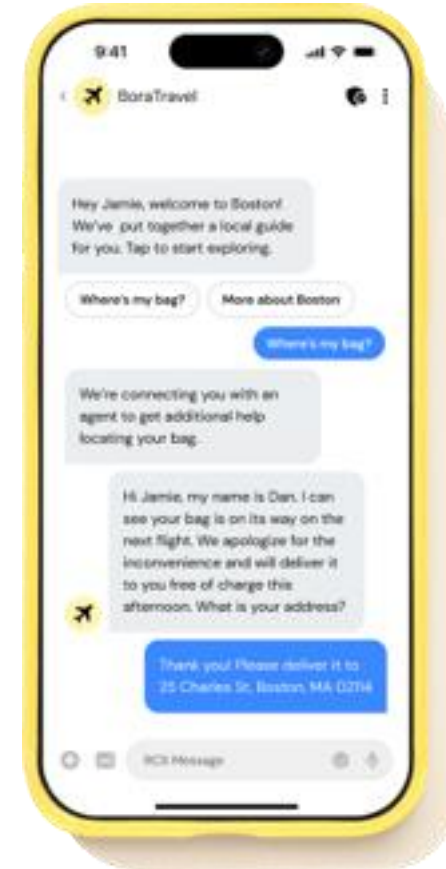
... across 3 message categories



Basic RCS
Text only, up to 160 characters





Single RCS
Rich media, buttons, cards, carousels, etc.



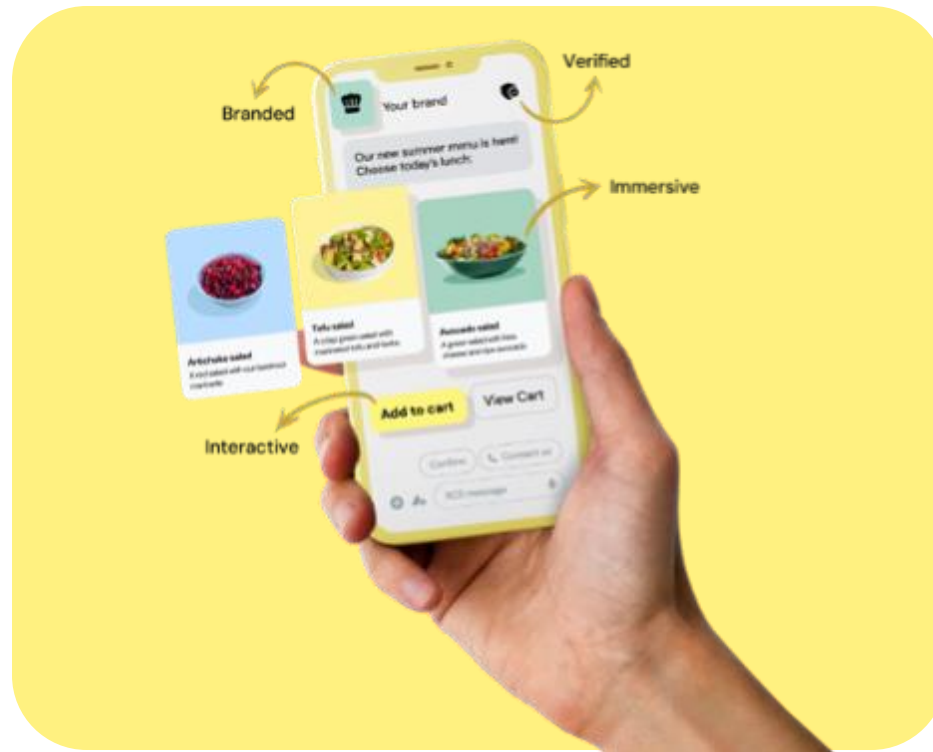
Conversational RCS
Two-way Basic and/or Single RCS messages

RCS turns every text message into an *experience*...

 Trust

 CX

 Efficiency



What can you expect?

90%

Rich media messages
opened within 15min

80%

Conversion rates are
common

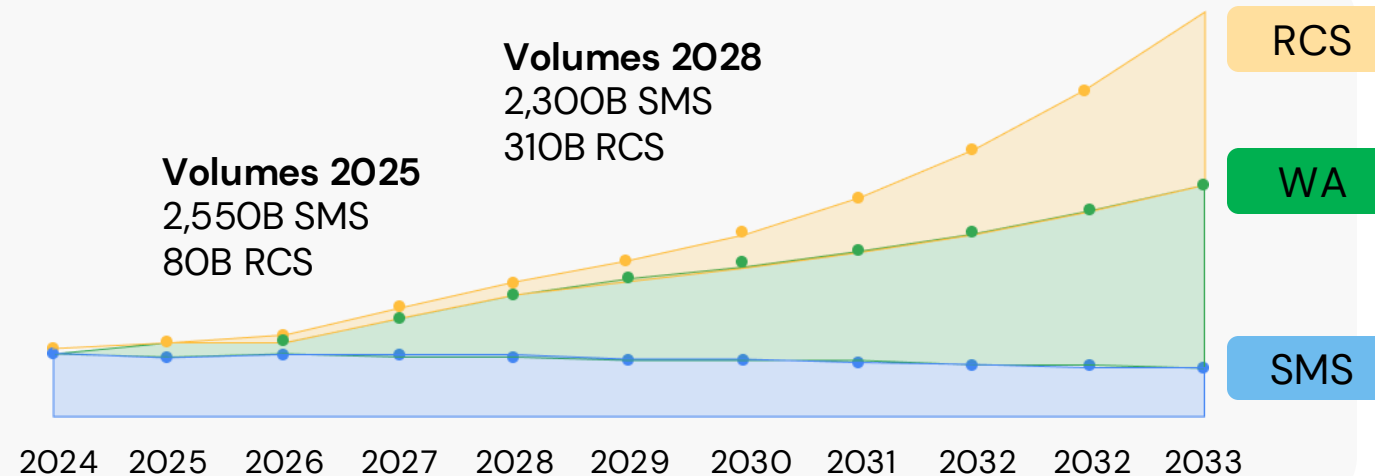
3-7x

Higher Click Through
Rate vs. Rich SMS

+10%

Average cart increase vs.
SMS

Messaging
long term
spend



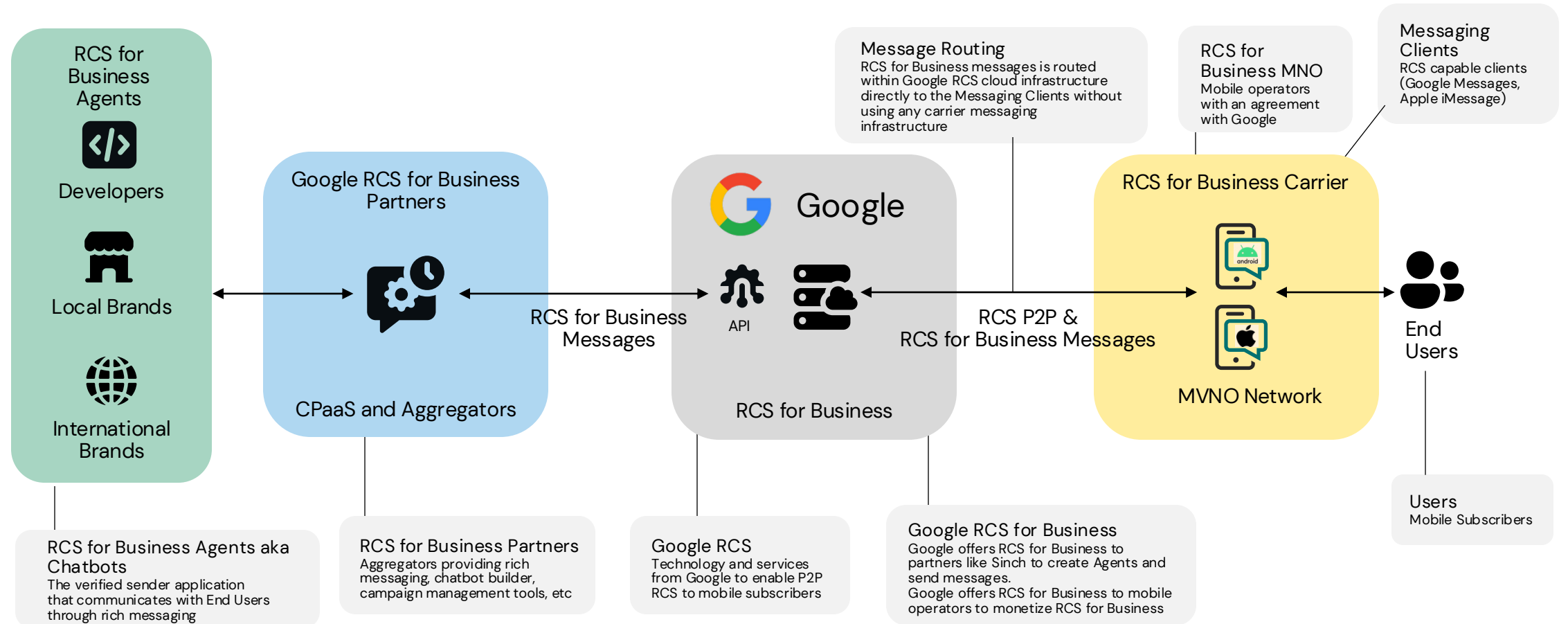
RCS for Business Operational Fit & Why It Matters

Discover how RCS for Business integrates with existing carrier ecosystems to drive engagement and monetization



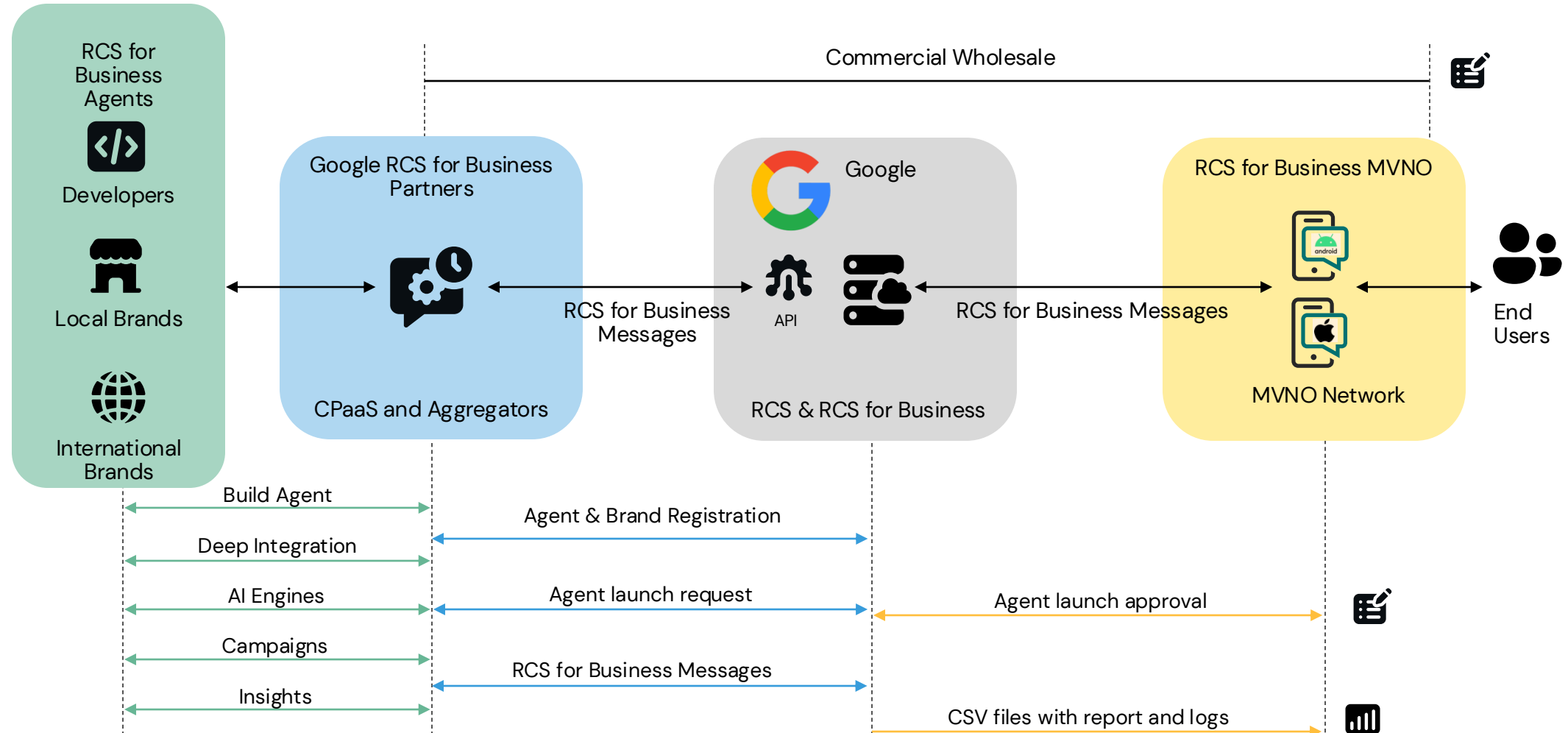
What is the RCS Ecosystem

Understanding the Interaction and Message Exchange in the RCS/RCS for Business Ecosystem



RCS for Business for MVNOs – What it means

Allows MVNOs to manage, track and charge RCS for Business Agents on your network



RCS Challenges for MVNOs



Launching and Managing

Mobile operators struggle to easily launch, manage, and secure RCS services



Creating Engaging CX

Difficulty creating truly engaging, interactive customer communications

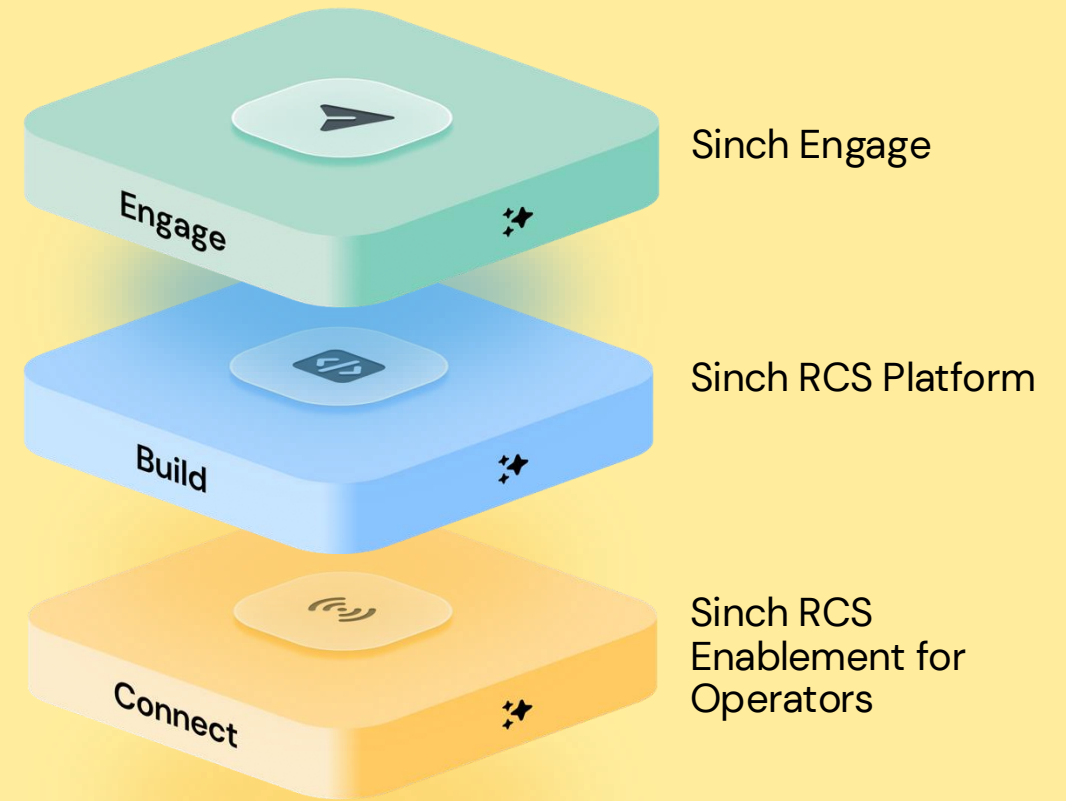


Limited Digital Tools

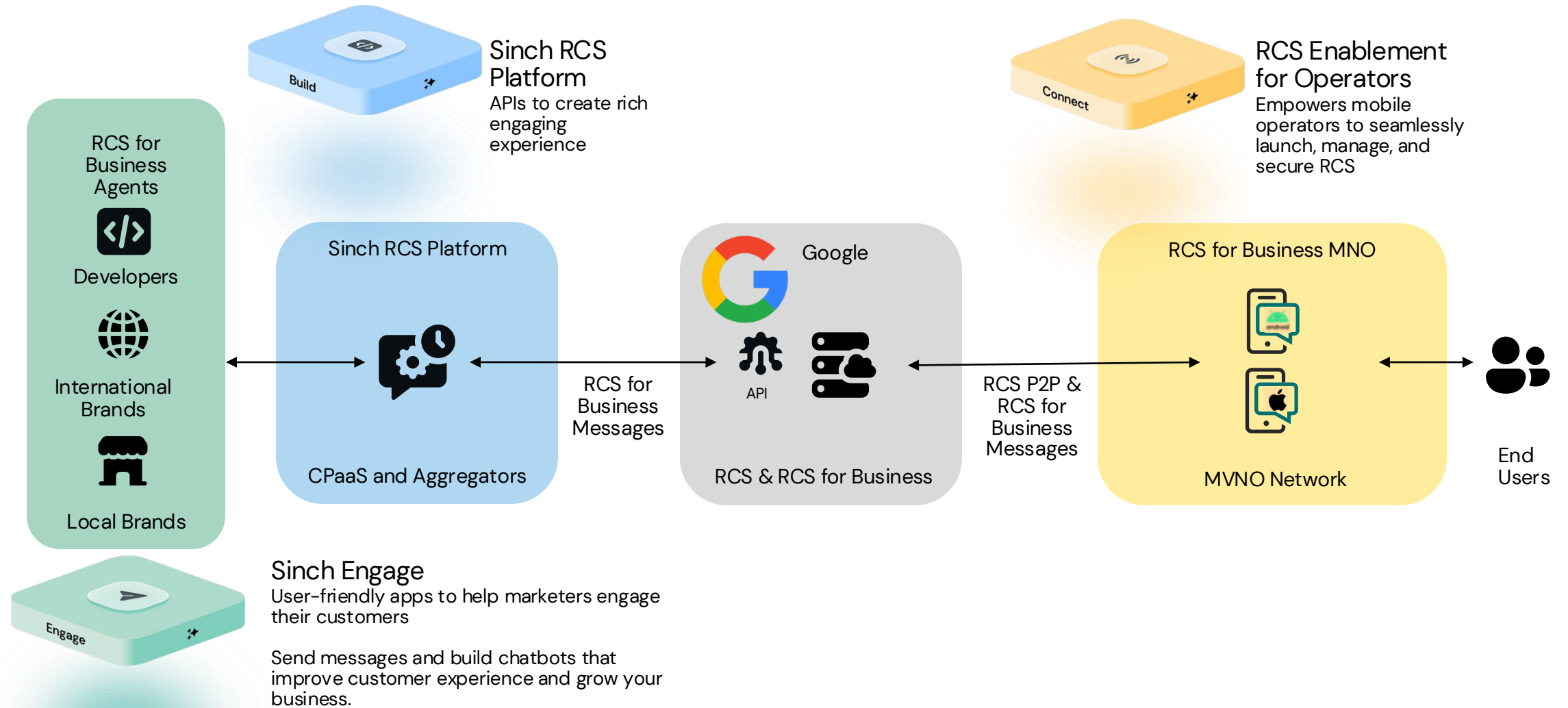
Lack of digital communication tools for customer communication



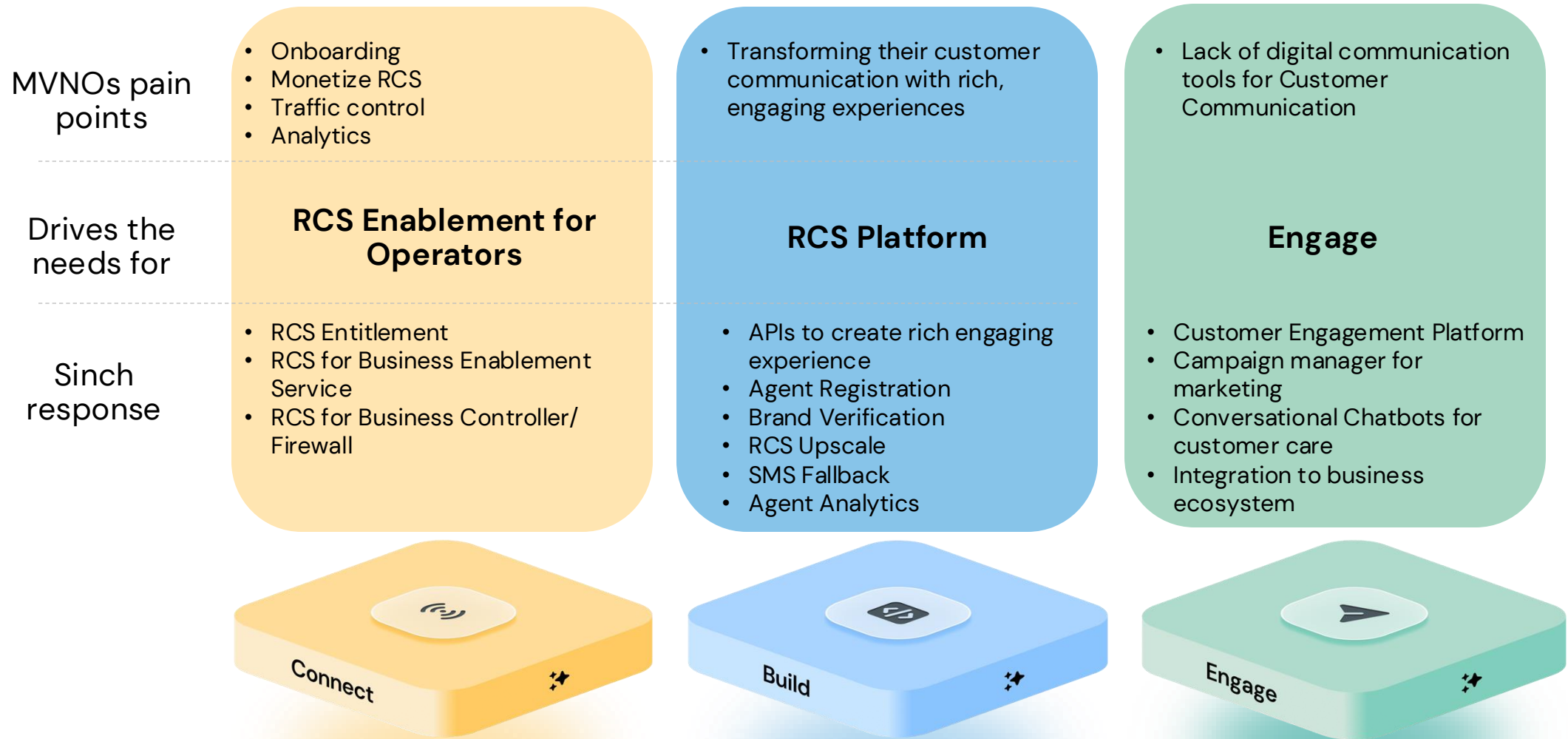
Gear up your RCS for Business



How does Sinch enable MVNOs to succeed with RCS



How does Sinch enable MVNOs to succeed with RCS



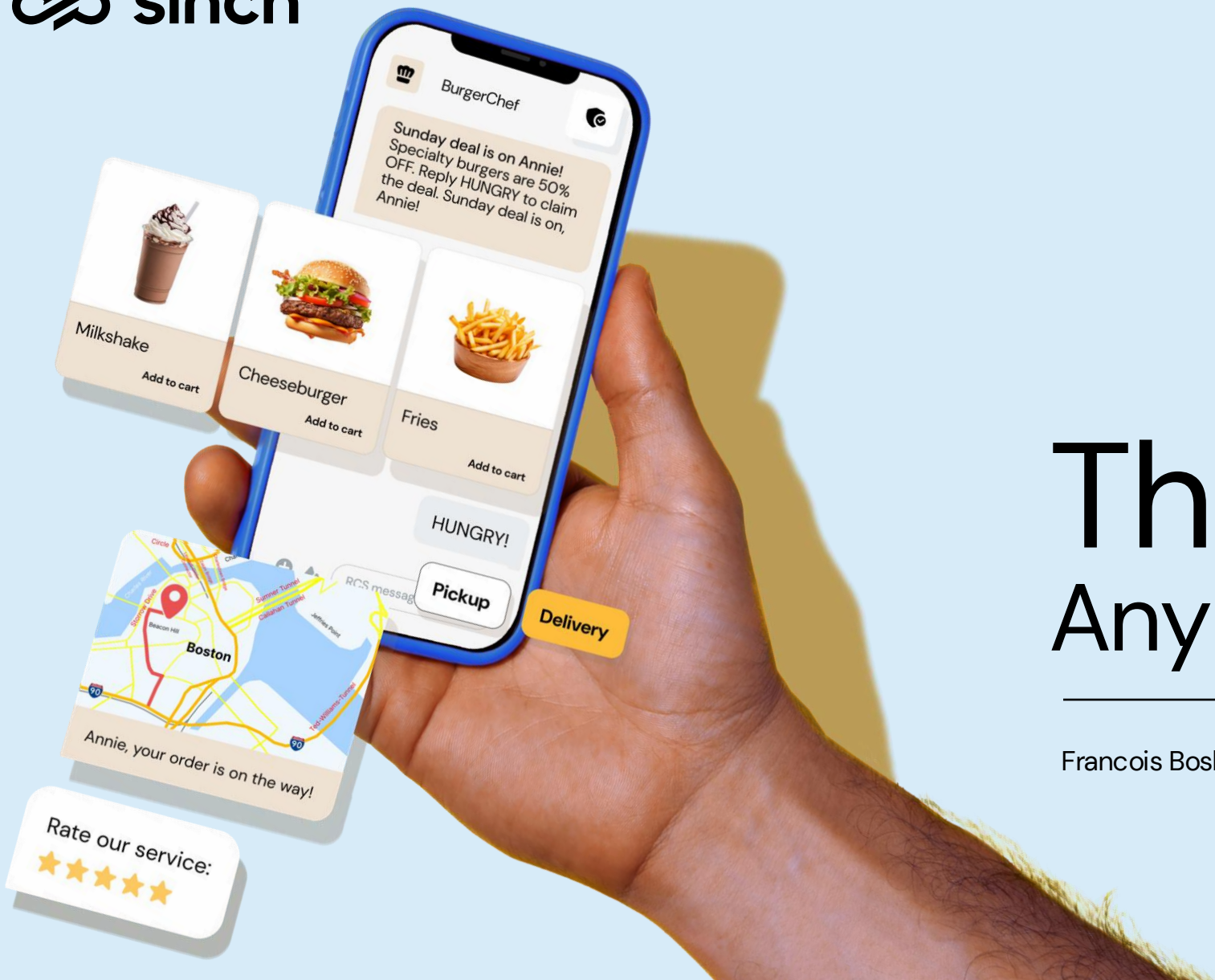
Summary

Businesses rely on RCS to keep customers ***Engage, Informed, Safe & Happy***

RCS turns every text message into an experience with ***Trust, CX & Efficiency***

Sinch is supporting MVNOs at every stage to ***Connect, Build & Engage***





Thank you Any questions?

Francois Boshoff

Sinch