

SlashMobility

Company Presentation

www.slashmobility.com

SlashMobility
Tecnología móvil a tu alcance



We are the leading company in Spain **Mobile App Corporate Solutions**

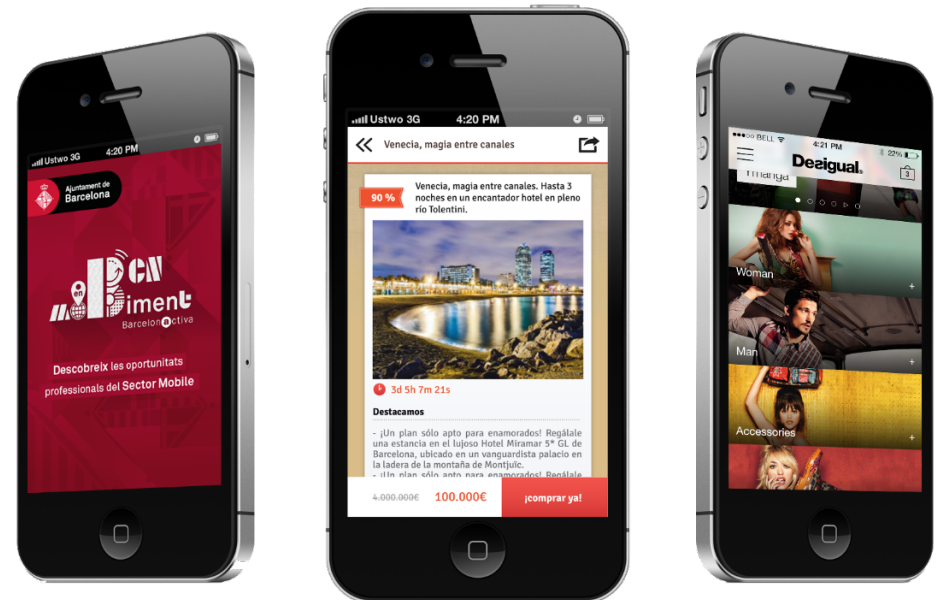
- **With the mission to be the leading Mobile Technology company in Spain:**
iOS & Android, Windows Phone, Cross y Mobile Web HTML5.
- We have our own **product line**, a team to develop **custom projects**, a **training service** for business and professionals and also a “Start-Apps-incubator”
- **Our vision** is to provide to each company what they really need from the mobile apps world.
- Currently our **3 offices** have developed more than **350 apps** for **+100 different customers** and invested over **5 spinoff** technology companies that are quality reference on Mobile in Spain.



What are the *Apps* and what do they offer?

“The application must to be ajusted to the brand and offer genuine value to the users, it not, they will end up having a negative view of it”

- There are programs that run on a **Smartphone**: a phone with GPS, internet conection, camera and touch screen.
- The **functionalities** that they offer are wide: location service, online catalogs, courses, social networking, games, music, etc.





Why do we need them?

- For **potencial customers** to find me.
- To **increase my market**.
- To improve my **brand image** and differentiate myself from the competition.
- To give a **better customer service** with the immediacy of the Smartphones.

“Spain is the first European country with the highest smartphones penetration”



“3 out of 4 users expect their favourite brands to have a mobile application”



Our differential value is in the technologies expertise and our knowledge of mobile business models



Development



SlashLab



App Marketing



Training

Customers who have trusted us...

MOBILE TECHNOLOGY AT YOUR RANGE
www.slashmobility.com



LetsBonus



Telefonica

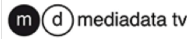


McCANN

bdiqital



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tiendeo



VILAWEB



swaPay

PAPER LOVER



genaker



ec-europe
Enabling doctor patient communication



Our business areas



Projects

We define a customised project to maximize your business benefit



Development



Expert advice



Products

Through SlashProducts we develop a customized application depending on the situation



Kokoro



Slash Labs



Training

We prepare your team in the technology world and also in Mobile Business



Training



Workshops and conferences



AppMkt

We help you to position your app in The App Stores and catch new users



Positioning



Retention and recruitment user



Projects

Know How

- We analyze the **potential areas of establishment of mobile solutions in your company**
- We identify business **opportunities**
- We design an **action plan in accordance with your needs**

Strategy

- We provide an **expert knowledge to each project**
- Our **professionals are pioneers in the field of technologies: iOS, Android, Windows Phone y Web App.**
- We are a team with an **extensive experience in a very young industry.**

“7 out of 10 users say that a brand perception can be affected if they don’t have a useful application”



Development Success stories



Sector M-Health

Type B2B

Description

Tracking habits for patients with respiratory diseases

Platforms



Execution time 3 month

Distribution

In-House and Apple Store





Development Success stories



Sector Fashion

Type B2C

Description

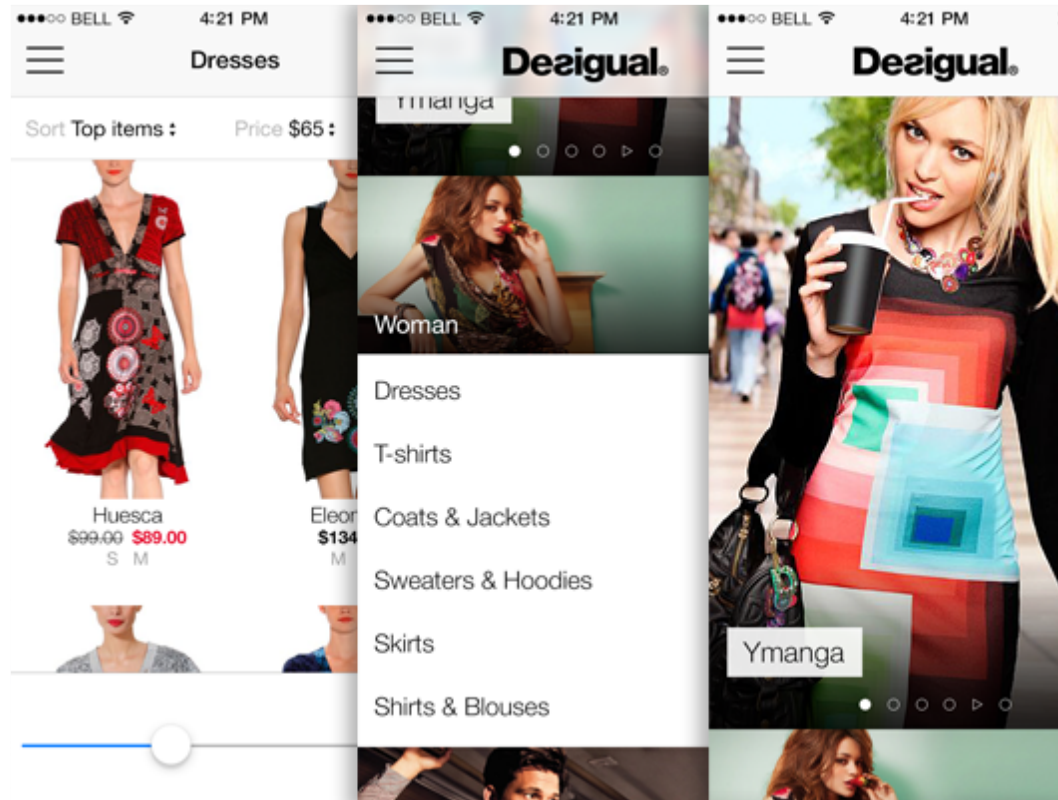
M-Commerce

Plataforms



Execution time 2 years

Distribution In-house





Development Success stories



Sector Collective buying

Type

Marketing orientation

Description

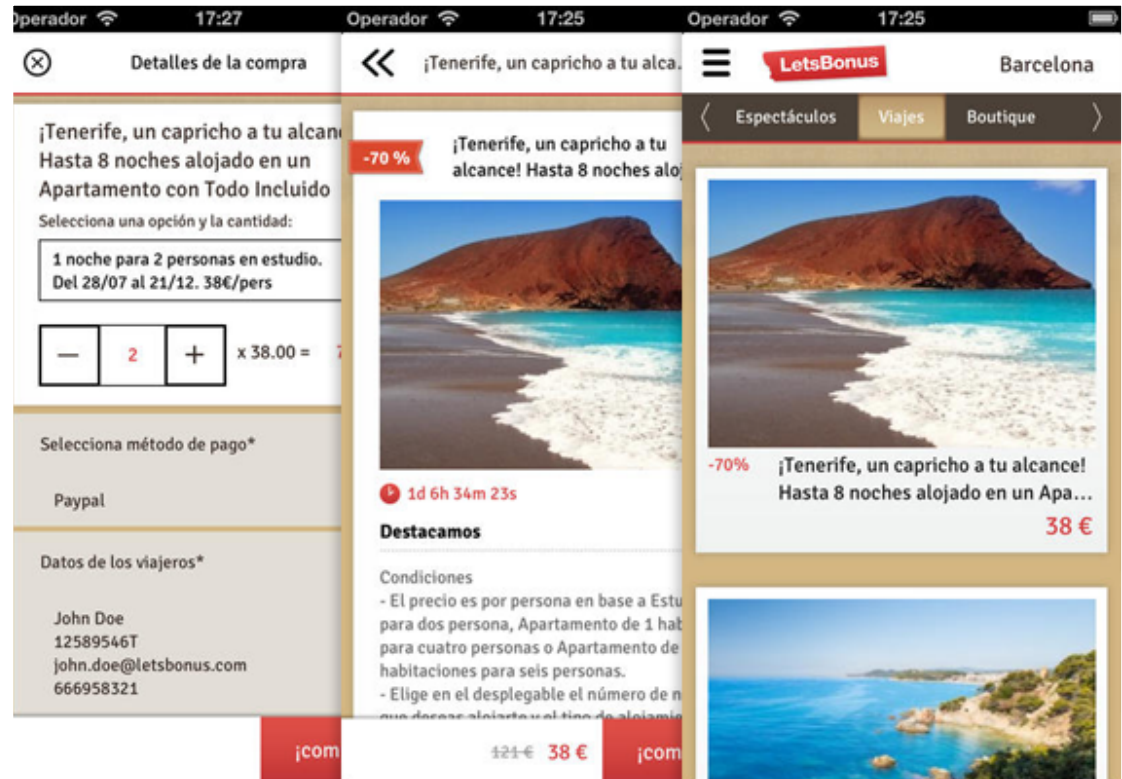
E-commerce

Plataforms



Execution time 3 years

Distribution App Stores





Training Training catalog

Share our know-how is a part of our philosophy.

- We are pioneers in training: iOS, Android, Cross and Windows Phone at the Spanish Market.
- We offer courses for professionals and for employees from different companies of mobile technology and business model.
- Communicate the revolution mobile applications have caused





Kokoro Studio

The Heartbeat of your business

«KOKORO»
STUDIO

- **B2E of SlashMobility B2E** product line
- Mobile solutions with an **easy integration and acquisition** by companies
- Kokoro Studio creates **opportunities, meets needs and improves internal process**
- Products for companies that want to be **innovative** and that are committed to **cohesion** and **communication** among employees.

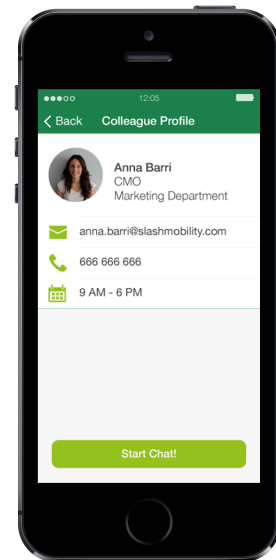
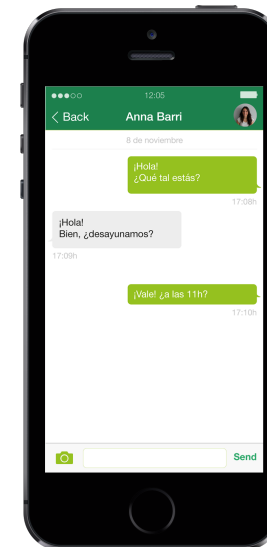
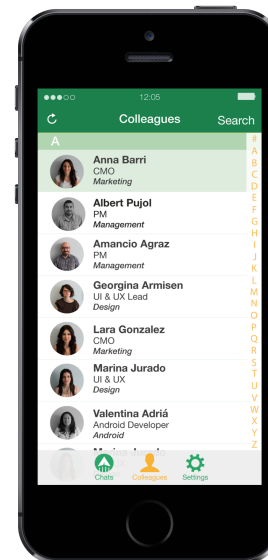
“We incorporate the latest mobile technology in an innovative and easy way”



Tolku is your perfect mobile solution to attach your team in a fast and simple way

Which are the benefits of Tolku?

- Generate greater **engagement** among your team
- Increase **productivity** in a simple way
- Promote **communication** between your team





Zequst is the tool that allows you to know the opinion, the mood and the point of view of employees in a fun way

Which are the benefits of ZenQuest?

- **Involve** your team
- Increase **commitment**
- Generate **engagement**

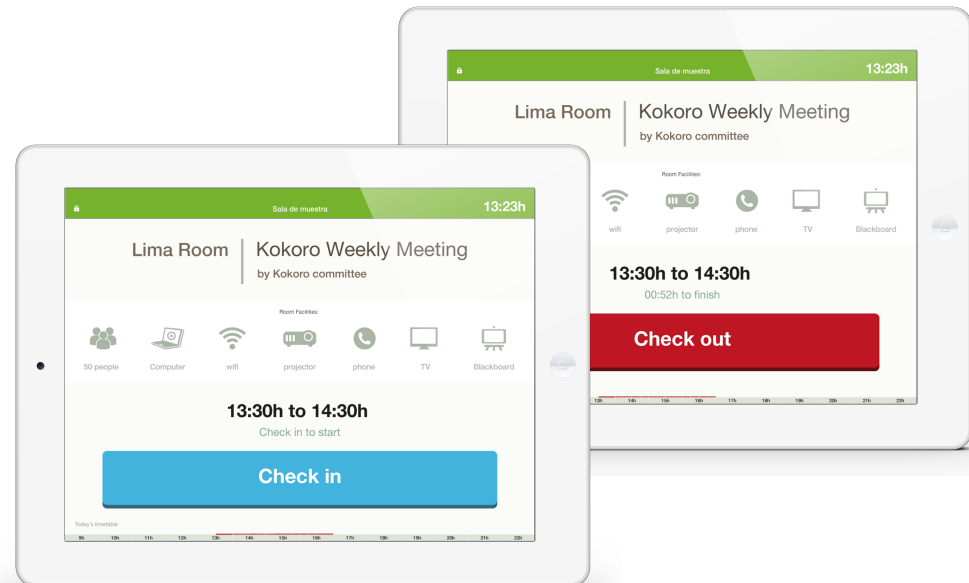




The app that lets you have control of all the areas of your business with just one click

Which are the benefits of ZenQuest?

- Increase **productivity** of your employees
- Improve the internal organisation structure
- Makes life easier for all your team





Slash Products B2B **Slash Geo-AR**



Slash Geo AR is a customizable product that allows you to enjoy the benefits and visibility of geolocation and augmented reality.

Allows the location of your business, gets the best route to reach it and offers information, publishes events or promotions from your business

How does it work?

1. When the user opens the app a map appears with points indicating the situation of some offices, shops or other points of interest
2. Pressing in one of the icons, virtual information about the place appears.
1. The user can active the augmented reality and look over the real image



“Geolocation apps are more used than games and music”



Slash Products B2B **Slash Radio**



Slash Radio is a product that allows radio stations to be present in the latest mobile devices.

Allows to broadcast multiple streaming formats, location, social networks, post events, statistics and usage reports, insert advertising, buy songs, podcast...

How does it work?

A multi-streaming player that connects the radio with your listeners through social media, phone, email and localization.

Which are the benefits?

Your station reaches a big audience of million people and helps to keep loyalty in a simple way. Your brand image will improve.





Slash Products B2B **Slash Cam**



Slash Radio is a product that allows the access to video cameras through mobile devices and also allows companies to integrate this application in its global solutions

How does it work?

When you launch the app, it displays the status of all your video surveillance cameras allowing you to configure, disable or store recorded videos.

Which are the benefits?

Having a mobile application allows my company to increase the loyalty of my customers, increase sales of my products and bring innovation to my brand.





Slash Products B2B **Slash m-Commerce**

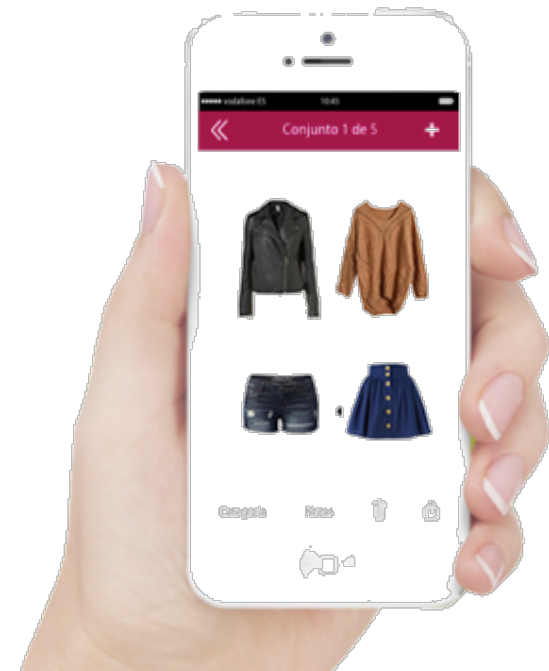


Slash M-Commerce is a product that provides you with a new sales channel, the mobile channel.

Allows you to publish catalogs of your products as often as you want by taking control of our publishing tool. It also lets you send notifications with latest news or discounts to customers

Which are the benefits?

- Your customers will see your product catalogs
- They may purchase through your online store, redirecting traffic
- They may consult the list of nearest shops to buy.





Slash Lab **DressApp**



+750.000 downloads

With DressApp you can organize your closet in three simple steps through your Smartphone: Add, Create and Share!

DressApp has achieved more than 750,000 downloads and to be present in more than 140 countries. It is positioned in the top 100 lifestyle: Spain, Brazil, Mexico, Germany, Italy and Portugal.

The brands

The app is now a marketing channel. The publication of catalogs increases your visibility, traffic and percentage of sales.

The users

With DressApp, users have a completely free app that lets you have your closet in your Smartphone and have it anywhere and anytime.





Manduka Games

Company agile development of Casual Gaming App

With a mission to be the Spanish reference for developing casual games, cross-platform and economic through its technology based on Open Source



Games
Factory



Advertising
Network



Game
Builder



More than +10 games published in one year

Recognitions

Barcelon**a**ctiva

Project selected by Barcelona Activa to take part in their innovation incubator (2010 – 2013)

SeedRocket

I Mini Campus
Entrepreneurs Winners
SeedRocket (2010)



Generalitat
de Catalunya

ACCIÓ

Company selected to
participate in IV Investor
Days (2010)



**bdigital
apps**

Speaker company in the
4th edition of Bdigital Apps



**PREMIOS
EMPRENDEDOR
XXI**

Selected in the Premios
Emprendedor XXI of “La
Caixa”

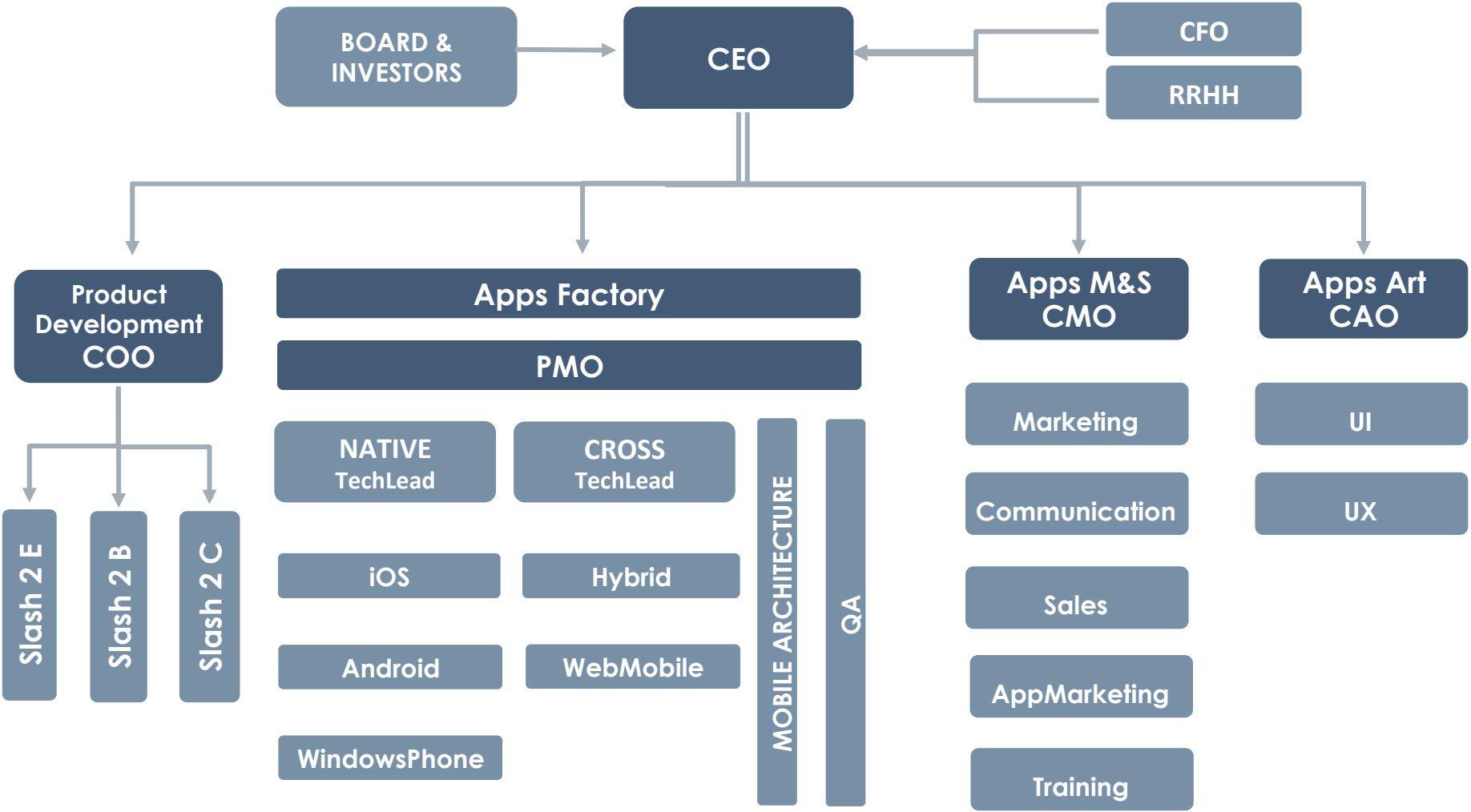
**Extreme
Android**



Winners of the Extreme
Hackaton Android



SlashMobility, 2014:





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Madrid

Cidro, 3 - 28044



London

Coming Soon



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