

Fonecta messaging - Finland

Operators

Networks	No. Subscribers	Subscribers base
Aina	70 000	1,2
DNA	1 100 000	19,2
Elisa	1 790 000	31,2
Saunalahti	470 000	8,2
Teliasonera / TeleFinland	2 322 000	40,5
Ålands Mobiltelefon + others	55 000	0,9
Total WCDMA subscribers	~5 737 000	100

Billing

Network	PSMS		PMMS		WAP
	MO	MT	MO	MT	
Aina	✓	✓	✓	✓	✓
DNA	✓	✓	✓	✓	✓
Elisa	✓	✓	✓	✓	✓
Saunalahti	✓	✓	✓	✓	✓
Teliasonera / TeleFinland	✓	✓	✓	✓	✓
Ålands Mobiltelefon	✓	✓	✓	✓	✓

Notes:

- ▶ Typical non-premium end-user MO SMS charge €0.10
- ▶ End user MT cost = zero

Technical features

- ▶ Plain text, binary content, WAP Push, MMS all supported
- ▶ Delivery notifications supported
- ▶ Free sender-ID supported
- ▶ Peak rate of 50 SMS/sec
- ▶ Number and address lookup API

Shortcodes

Dedicated shortcodes

- ▶ Tariffs range between €0.00 and €20.00

Shared shortcodes

- ▶ The following shared shortcodes with national coverage are available:

Shortcode	PSMS	PMMS	Adult entertainment service
16200	✓	✓	
16320	Normal price for consumer		
18230	Free for consumers		
173636	✓		
173838	✓		
179944	✓		✓

Restrictions

- ▶ Shared shortcode for adult services is 179944

Advertising

- ▶ It is a mandatory requirement to display tariffs, customer hotline number (including availability in Finland) in all marketing materials

Payout, fees & charges

- ▶ Please see ratecard for details of applicable fees, set up costs and service charges

Payments

- ▶ Fonecta may ask for prepayment of all services offered
- ▶ Terms for payouts are 67 days after the month of transactions
- ▶ All services are charged once per month with 14 days terms

Support and SLA's

Service set up

- ▶ Dedicated shortcodes 1-2 months
- ▶ Shared shortcode + keyword 5 days

Customer support

- ▶ E-mail and telephone 8.00-17.00 (GMT+02:00) excluding holidays
- ▶ Languages Finnish, English and Swedish

Fault management

- ▶ E-mail and telephone 24 / 7 for severity 1 faults
- ▶ Languages Finnish, English and Swedish

Availability and Performance

- ▶ Service availability 99,9%
- ▶ Throughput of Up to 50 SMS/sec

Reporting and tools

- ▶ Web based service and reporting tool included in all services
 - ▶ Automatic and realtime payout- reports
 - ▶ Automatic keyword services



Tekniikka

- ▶ Fonecta supports the following integration interfaces
 - ▶ HTTP
 - ▶ SMPP
 - ▶ CIMD2

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Services and fees

Dedicated shortcodes

- ▶ Set-up fees
 - ▶ SMS-functionality: €1,900
 - ▶ MMS-functionality: €700
 - ▶ Invoicing service: €450
 - ▶ Over €5 tariff class keywords: €150
- ▶ Monthly fees
 - ▶ SMS-functionality / 5 keywords: €450
 - ▶ MMS-functionality: €400
 - ▶ Invoicing service: €150
 - ▶ The minimum operator fee of invoicing service/keyword/operator/mth: €25
- ▶ All changes á €90
- ▶ Set-up fee & first months monthly fee will be invoiced in advance
- ▶ A minimum of 12 months commitment is required for a dedicated short-code

Shared shortcodes

- ▶ Set-up fees
 - ▶ SMS-functionality: €450
 - ▶ MMS-functionality: €450
 - ▶ Invoicing service: €150
 - ▶ Over €5 tariff class keywords: €150€
- ▶ Monthly fees
 - ▶ SMS-functionality/5 keywords: €150
 - ▶ MMS-functionality: €300
 - ▶ Invoicing service: €50
 - ▶ The minimum operator fee of invoicing service/keyword/operator/mth: €25
- ▶ All changes á €90
- ▶ Set-up fee & first months monthly fee will be invoiced in advance
- ▶ A minimum of 3 months commitment is required for a dedicated short-code

Longcodes for international messaging

- ▶ +358-45-122-5222
 - ▶ Set-up: €400
 - ▶ Monthly fee: €300
 - ▶ No premium SMS
- ▶ Set-up fee & first months monthly fee will be invoiced in advance
- ▶ A minimum of 3 months commitment is required for a shared longcode

MT SMS & MMS

- ▶ Set-up fee: €150
- ▶ Monthly fee: €150
- ▶ SMS volume of 1 - 100 000: Please ask
- ▶ SMS volume of 100 001 - 300 000: Please ask
- ▶ SMS volume of 300 000 - unlimited: Please ask
- ▶ SMS to other countries than Finland: €0,11
- ▶ MMS: €0,34
- ▶ MMS to other countries than Finland: Please ask

MO SMS & MMS

- ▶ Set-up fees, see Shortcodes
- ▶ Monthly fees, see Shortcodes
- ▶ Free of charge SMS for consumer (incl. reply-message): €0,29
- ▶ Reply-message to consumer's no rmal price SMS: €0,09
- ▶ Premium SMS: see Consumer Prices and Payouts Table
- ▶ Free of charge MMS for consumer (incl. reply-message): €0,49
- ▶ No rmal price MMS for consumer (incl. reply message): €0,34
- ▶ Premium MMS: see Consumer Prices and Payouts Table

WAP-invoicing service

- ▶ Set-up fee: €1 350
- ▶ Monthly fee: €450

Consumer prices and payouts (Prices in Euros, VAT-0%)

Consumerprice		SMS ^(**)				MMS ^(**) WAP	
VAT 23%	VAT 0%	TeliaSonera ja Aina	Elisa	DNA	Saunalahti		
0.25 €	0.20 €	0.031 €	0.013 €	0.054 €	0.099 €	-0,050	0,135
0.30 €	0.25 €	0.061 €	0.043 €	0.090 €	0.130 €	0,000	0,162
0.35 €	0.29 €	0.092 €	0.074 €	0.117 €	0.162 €	0,024	0,189
0.40 €	0.33 €	0.123 €	0.105 €	0.135 €	0.195 €	0,051	0,261
0.45 €	0.37 €	0.154 €	0.136 €	0.144 €	0.227 €	0,078	0,243
0.50 €	0.41 €	0.185 €	0.167 €	0.180 €	0.259 €	0,105	0,270
0.55 €	0.45 €	0.216 €	0.198 €	0.216 €	0.291 €	0,133	0,298
0.60 €	0.49 €	0.247 €	0.229 €	0.234 €	0.323 €	0,160	0,325
0.65 €	0.53 €	0.278 €	0.260 €	0.261 €	0.356 €	0,187	0,352
0.70 €	0.57 €	0.309 €	0.291 €	0.297 €	0.388 €	0,214	0,379
0.75 €	0.61 €	0.340 €	0.322 €	0.333 €	0.420 €	0,241	0,406
0.80 €	0.66 €	0.372 €	0.354 €	0.369 €	0.452 €	0,268	0,433
0.85 €	0.70 €	0.403 €	0.385 €	0.396 €	0.484 €	0,295	0,460
0.90 €	0.74 €	0.434 €	0.416 €	0.423 €	0.517 €	0,295	0,460
0.95 €	0.78 €	0.465 €	0.447 €	0.468 €	0.549 €	0,322	0,487
1.00 €	0.82 €	0.496 €	0.478 €	0.486 €	0.581 €	0,376	0,541
1.10 €	0.90 €	0.558 €	0.540 €	0.549 €	0.645 €	0,430	0,595
1.20 €	0.98 €	0.620 €	0.602 €	0.603 €	0.710 €	0,484	0,649
1.30 €	1.07 €	0.683 €	0.665 €	0.675 €	0.774 €	0,538	0,703
1.40 €	1.15 €	0.745 €	0.727 €	0.738 €	0.838 €	0,592	0,757
1.50 €	1.23 €	0.807 €	0.789 €	0.792 €	0.903 €	0,646	0,811
1.60 €	1.31 €	0.869 €	0.851 €	0.855 €	0.967 €	0,701	0,866
1.70 €	1.39 €	0.931 €	0.913 €	0.927 €	1.032 €	0,755	0,920
1.80 €	1.48 €	0.994 €	0.976 €	0.990 €	1.096 €	0,809	0,974
1.90 €	1.56 €	1.056 €	1.038 €	1.044 €	1.160 €	0,863	1,028
2.00 €	1.64 €	1.118 €	1.100 €	1.098 €	1.225 €	0,917	1,082
2.50 €	2.05 €	1.429 €	1.411 €	1.395 €	1.547 €	1,187	1,352
3.00 €	2.46 €	1.740 €	1.722 €	1.710 €	1.869 €	1,458	1,623
4.00 €	3.28 €	2.362 €	2.344 €	2.340 €	2.513 €	1,999	2,164
5.00 €	4.10 €	2.984 €	2.966 €	2.961 €	3.157 €	2,540	2,705
6.00 €	4.92 €	3.480 €	3.444 €	3.452 €	3.611 €	3,081	3,246
7.00 €	5.74 €	4.102 €	4.066 €	4.073 €	4.255 €	3,622	3,787
8.00 €	6.56 €	4.724 €	4.688 €	4.685 €	4.899 €	4,163	4,328
9.00 €	7.38 €	5.346 €	5.310 €	5.306 €	5.543 €	4,704	4,869
10.00 €	8.20 €	5.968 €	5.932 €	5.918 €	6.187 €	5,245	5,410
11.00 €	9.02 €	6.589 €	6.553 €	6.548 €	6.831 €	5,786	5,951
12.00 €	9.84 €	7.211 €	7.175 €	7.160 €	7.475 €	6,327	6,492
13.00 €	10.66 €	7.833 €	7.797 €	7.772 €	8.119 €	6,868	7,033
14.00 €	11.48 €	8.455 €	8.419 €	8.402 €	8.763 €	7,409	7,574
15.00 €	12.30 €	9.077 €	9.041 €	8.933 €	9.407 €	7,950	8,115
16.00 €	13.11 €	9.699 €	9.663 €	9.626 €	10.050 €	8,491	8,656
17.00 €	13.93 €	10.321 €	10.285 €	10.247 €	10.694 €	9,032	9,197
18.00 €	14.75 €	10.943 €	10.907 €	10.868 €	11.338 €	9,573	9,738
19.00 €	15.57 €	11.565 €	11.529 €	11.480 €	11.982 €	10,114	10,279
20.00 €	16.39 €	12.187 €	12.151 €	12.101 €	12.626 €	10,655	10,820

^{*)} Please invoice your payouts within 60-67 days after target-month with 7 days terms of payment, send your invoice to: Fonecta Digitaalinen Suora Ltd, P.O.Box 202, FI-00241 Helsinki

^{**)} SMS & MMS payouts include message sent by consumer and reply-message