

**GOWEX**



**Developing WIRELESS SMART  
CITIES**



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## Our Mission:

Setting the standards for the development of WiFi Internet

3

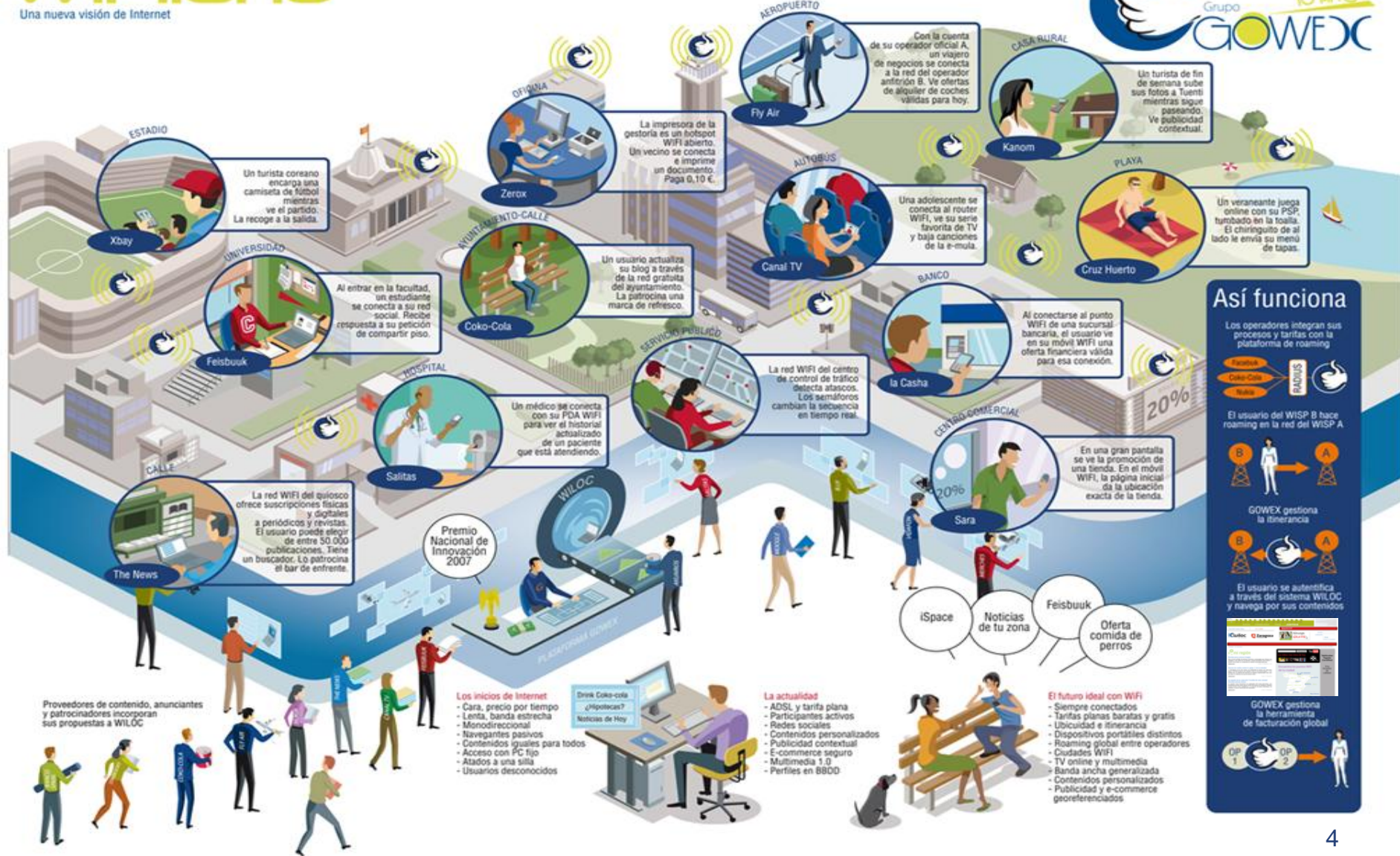
We are promoters of **Wireless Smart Cities and Operator Networks**, based on the great **efficiencies** granted by our **Technological Platforms** and our **Business Models**.  
**Boosting by Mobile Internet revolution and benefiting all players** in sustainable manner.



# WiFi with GOWEX

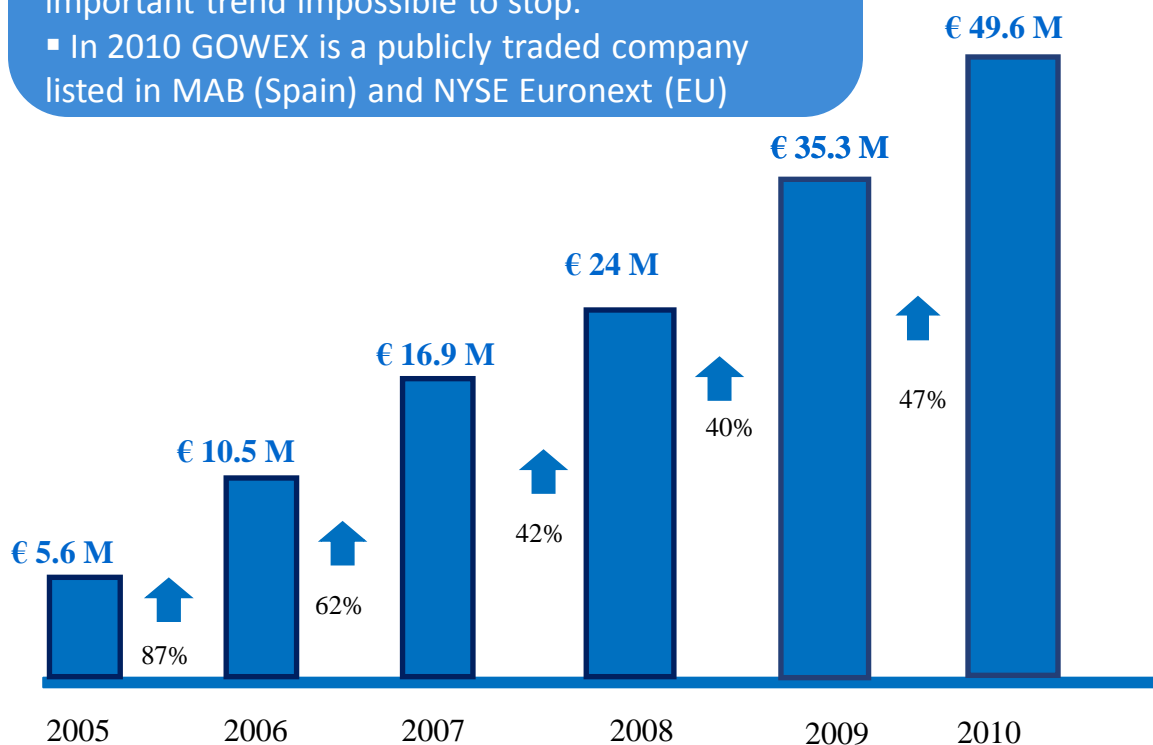
## The ideal solution for Wireless cities and citizens

**Wifiland**  
Una nueva visión de Internet



## Our Identity

- Began in 1999 with the telecom trading platform IBER-X
- GOWEX Wireless was launched at the beginning of 2007, with the intention to create the first wireless roaming platform, contents and geolocalised advertising, allowing interconnectivity between the various telecommunications operators world wide.
- In 2008, GOWEX launches WifiLand as the only solution for WiFi Cities and this in 2010 became a important trend impossible to stop.
- In 2010 GOWEX is a publicly traded company listed in MAB (Spain) and NYSE Euronext (EU)



**Main B2B marketplace for telecommunications, Wireless Roaming and advertising platforms**



**Net Profit 2010 = 4,5m**

**IPO in two markets**

**Countercyclical Business**

**Lifeguard for 3G operators**

**01. Mobile Internet: the next technological revolution**

**02. GOWEX: Group profile**

**03. Balanced business mix**

**04. Financial aspects**

**05. Brand exposition**

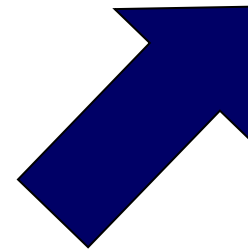
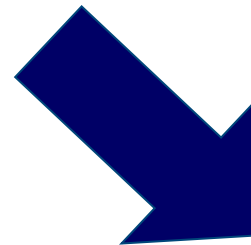
**06. Strategy**

**07. Conclusions**

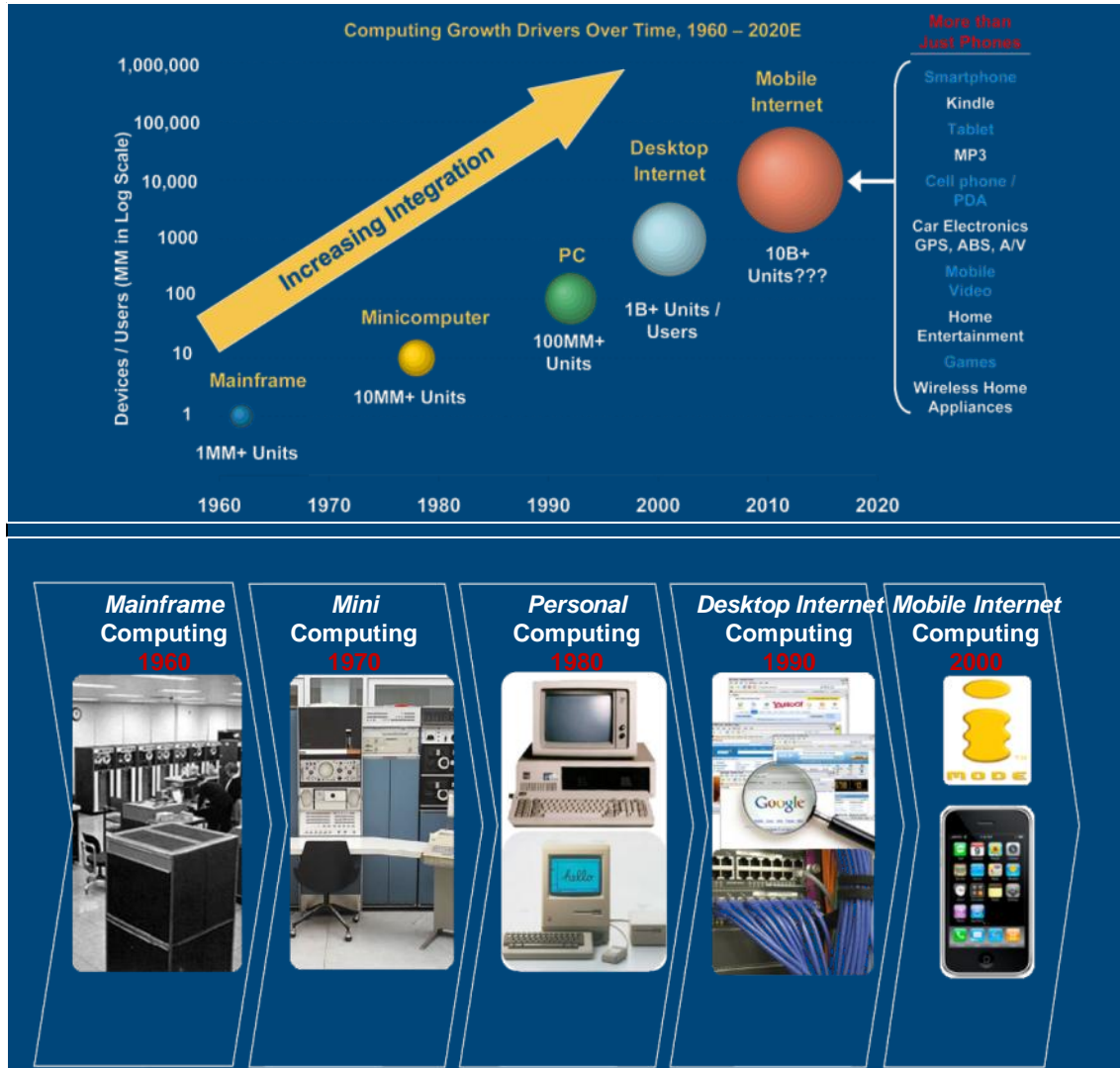
- >5.000 m mobile users
- 100% penetration in developed countries
- Always on

- 40.000m of M2M of devices for 2020
- Smart Cities is a must in developing countries
- A city as NY each year in China
- 60% global pop. Will live in cities

- >2.000 m Internet users
- 40% penetration in developed countries
- Unlimited contents and entertainment
- Connected only 30% of the time



**MOBILE INTERNET**  
**50 Billion Devices**  
**More time on Internet**  
**More Internet users**  
**More revenues**



Online access through mobile handsets will overcome Internet thanks to three trends converging:

- **Mobility** (WiFi /3G)
- **Contents** (social networks, Video, VoIP)
- **Advanced handsets** (Ipad, Nexus, Smartphone)

Source: Morgan Stanley



# It's WiFi Time. WiFi is the boom of the mobile market

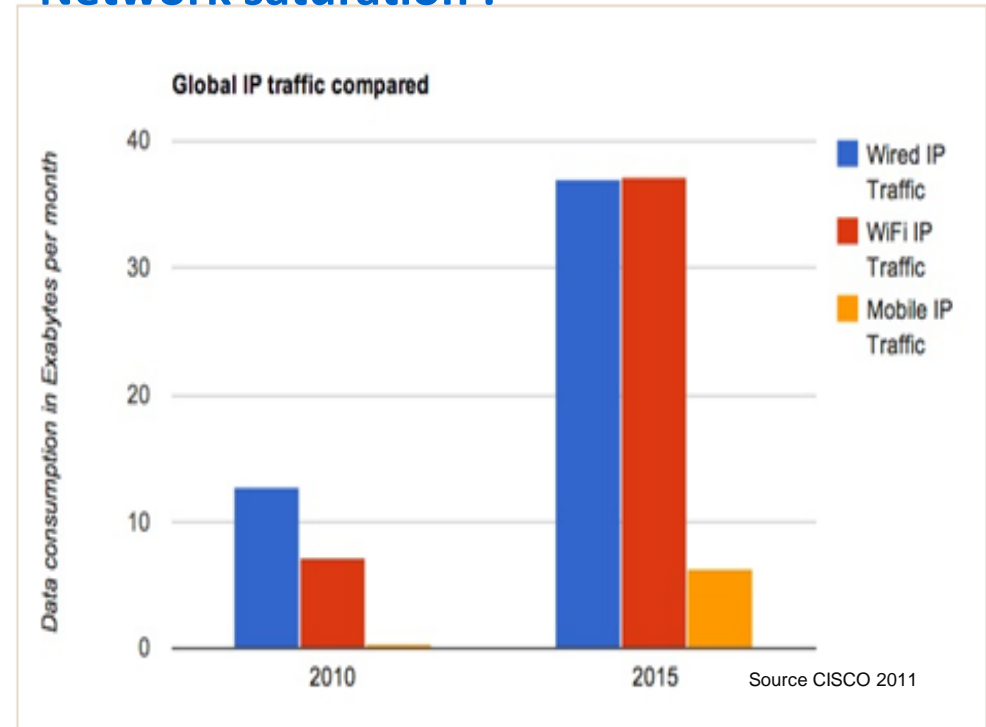
## 10 times growth in 6 years

10

- **WiFi is a mass market:**
  - China Mobile, will deploy 1m PAs; O2 launch FreeWiFi strategy
  - ATT in Times Square report a WiFi usage of more than 53 million in 1stQtr
  - More WiFi chips than 3G and other technologies
  - 50% of cellphone will be Wi-Fi by 2014 (Spain now about 20%)
- **Better technology for data: Greater transmission capacity**
- **Lower deployment costs 1/30: More efficient networks**
- **Offloading Data over WiFi the booming trend in market**
  - 3G network saturated: Demand surpasses 3G technology
  - 3G is native for voice services
  - WiFi complements 3G AT&T BUY WAYPORT in USA; O2 FreeWifi; BSkyB /TheCloud
- **Fon got profit of more than 3 million and Boingo file for IPO**
- **GOWEX got 35 cities with more than 30 million inhabitants: User loves that**
  - 94% want WiFi in Madrid street (source: survey realised by Madrid's City Council)
  - 500% of growth yearly in 2010. Some places once we start soar 1000%

- “Always online” behaviours
  - Explosion of **mobility**  
→ Demand for universal access to web
  - Explosion of **contents**
    - Social networks, video, VoiP
  - Multiplication of **mobile devices (50 billion)**
    - Smartphones, tablet, kindle, laptop...

## Network saturation :



2010 to 2015 :

→ Mobile data trafic **X 2** each year

→ Broadband usage : **X 27** (to be used more by Wi-fi devices than wired devices)

## Universal need to be connected anywhere at anytime

2 solutions for end-users :



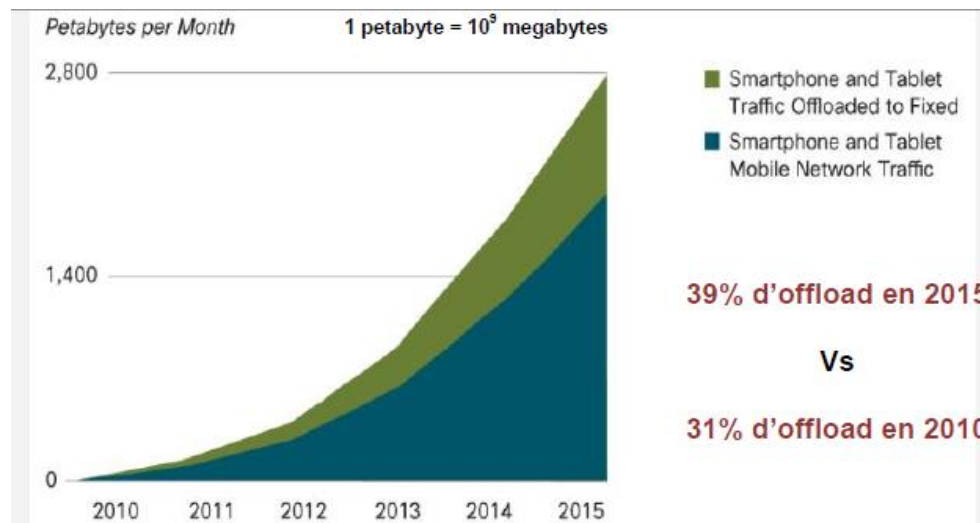
→ only **13%** of connections\*



→ **87%** of connections\*

source (\*) : CREDOC 2011

## 3G / 4G Offloading to WiFi networks:



## GOWEX Leader of Offloading Solutions

- GOWEX Cities are solutions platform for 3G operators
  - Any operator can save CAPEX and OPEX in more than 90%
- 50% of the use of data services in 3G are over 15% of cell BSs
- So GOWEX can be the perfect solution for MNO 3G saturation
  - Public transport hubs; Sport arena stadiums; high density areas

OFF LOADING					
Cost	Comparison	WiFi vs. 3G			
Solution	Throughput	CAPEX	OPEX/year	CAPEX / 1Mbps	OPEX/ 1Mbps
3G Greenfield	6 Mbit/s	114.330	22.200	18.870	3.700
3G Upgrade	12 Mbit/s	47.730	6.660	3.885	555
WiFi Solutions to the 3G HotZone Congestion Problem					
Solution	Throughput	CAPEX	OPEX/year	CAPEX / 1Mbps	OPEX/ 1Mbps
Indoor WiFi	6 Mbit/s	344	220	58	40
Outdoor Mesh WiFi	960 Mbps	145.632	126.229	167	80
HotZone Upgrade	260 Mbps	25.086	21.980	97	84

01. Mobile Internet: the next technological revolution

02. GOWEX: Group profile

03. Balanced business mix

04. Financial aspects

05. Brand exposition

06. Strategy

07. Conclusions

# Multidisciplinary team (Internet, Telecom, Financial, Marketing and Global)

## **Ricardo Moreno**

### ***Board Member (independent)***

Former Apax Partners director,  
Independent director of 2 other listed  
companies

## **Jenaro García Martín**

### ***Chief Executive Officer, Founder.***

Entrepreneur since the age of 19

## **Francisco Martínez**

### ***CFO***

Former Managing Director of  
insurance broker Espabrok;  
CFO of Grupo HM.

## **Javier Solsona**

### ***M&A Corporate Development***

Former CEO in Meridiano  
Insurance company and Technical  
Director.

## **Jorge Mata \***

### ***Board Member (Independent)***

Chairman and Founder FDI Internet  
Founder MyAlert/Bongiorno

## **Michael Cerda (\*)(\*\*)**

### ***VP of Technology of MySpace***

VP of Technology of MySpace

## **Monica Deza (\*)(\*\*)**

### ***VP MCCann Eriksson Innovation Global***

MDirector MCCann Spain

## **Joel Gaget (\*)(\*\*)**

### ***Consellor***

CEO WirelessLink Wireless Asoc France

**Tania Roel****Marketing & Communication Director**

European Master Relationship marketing, direct and interactive, ESIC.

**Hugo Marías****VP for Latin America**

Former Director of NEC Argentina. VP ATT Cono Sur; Director IMPSAT; VP MILLICOM. Board member of ITU. CEO to the Argentinean Government.

**Luis Calvo****COO**

Former CTO of Fractalia  
PE in Acceda Telecom

**Julio Manso \*****Advertising Director**

General Manager UM Universal McCann  
Former M Director MSN Spain

**Neil Matheson \*****VP for Asia**

Former CEO. Bahreim Telecom (Batelco)  
Several Projects in Gulf and SEAsia  
Former Director at Lucent and ATT

**Ramón Pelaez****Wholesale Director**

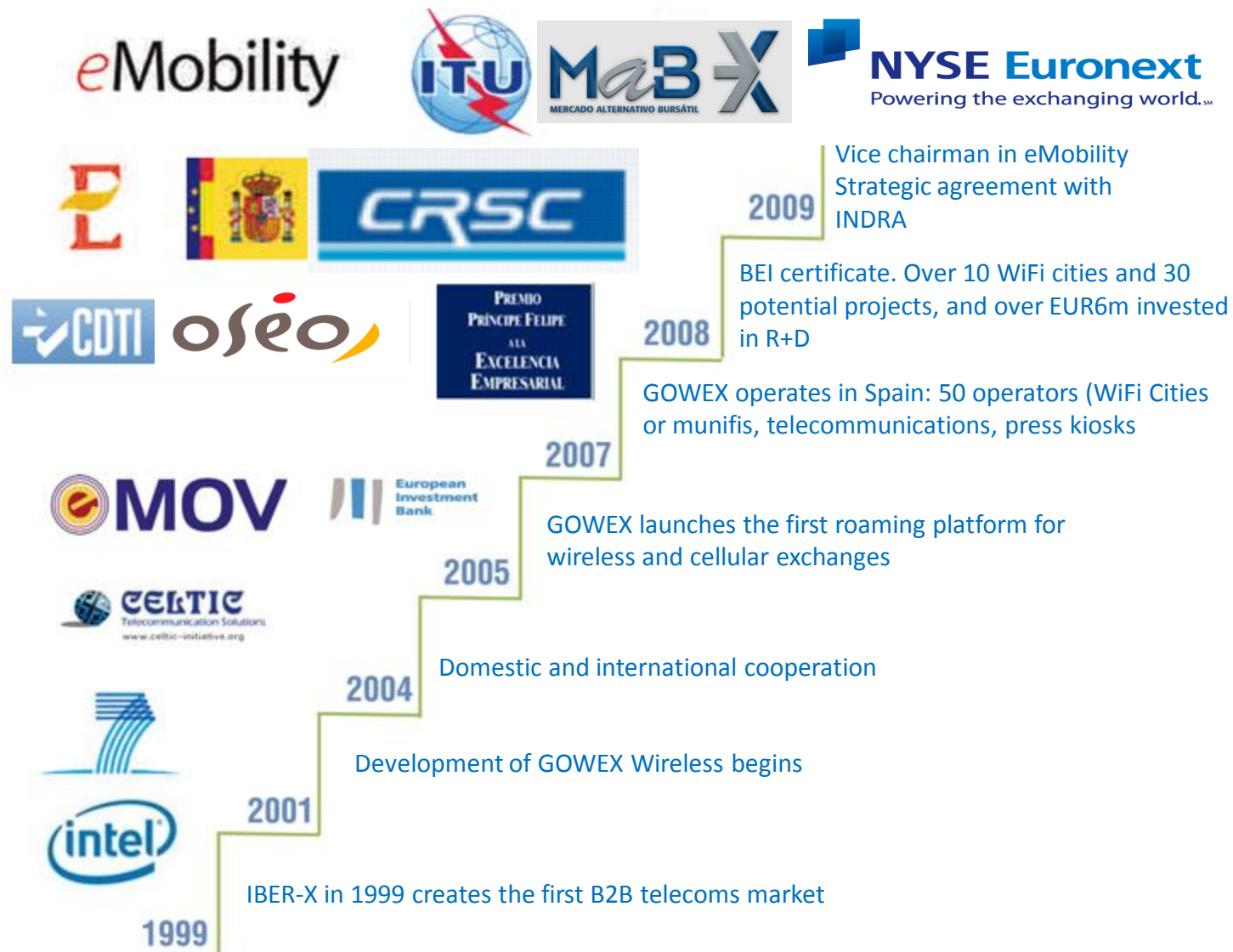
Technical Manager of IBER-X  
Engineering Operations Sermicro

**Huang Ruiling \*****G Mannager China**

Former GM iGeo IT China

# GOWEX Group: Since 1999. Main milestones

MORE THAN 12,5m R&D. Only Spain SME member of ITU and eMobility





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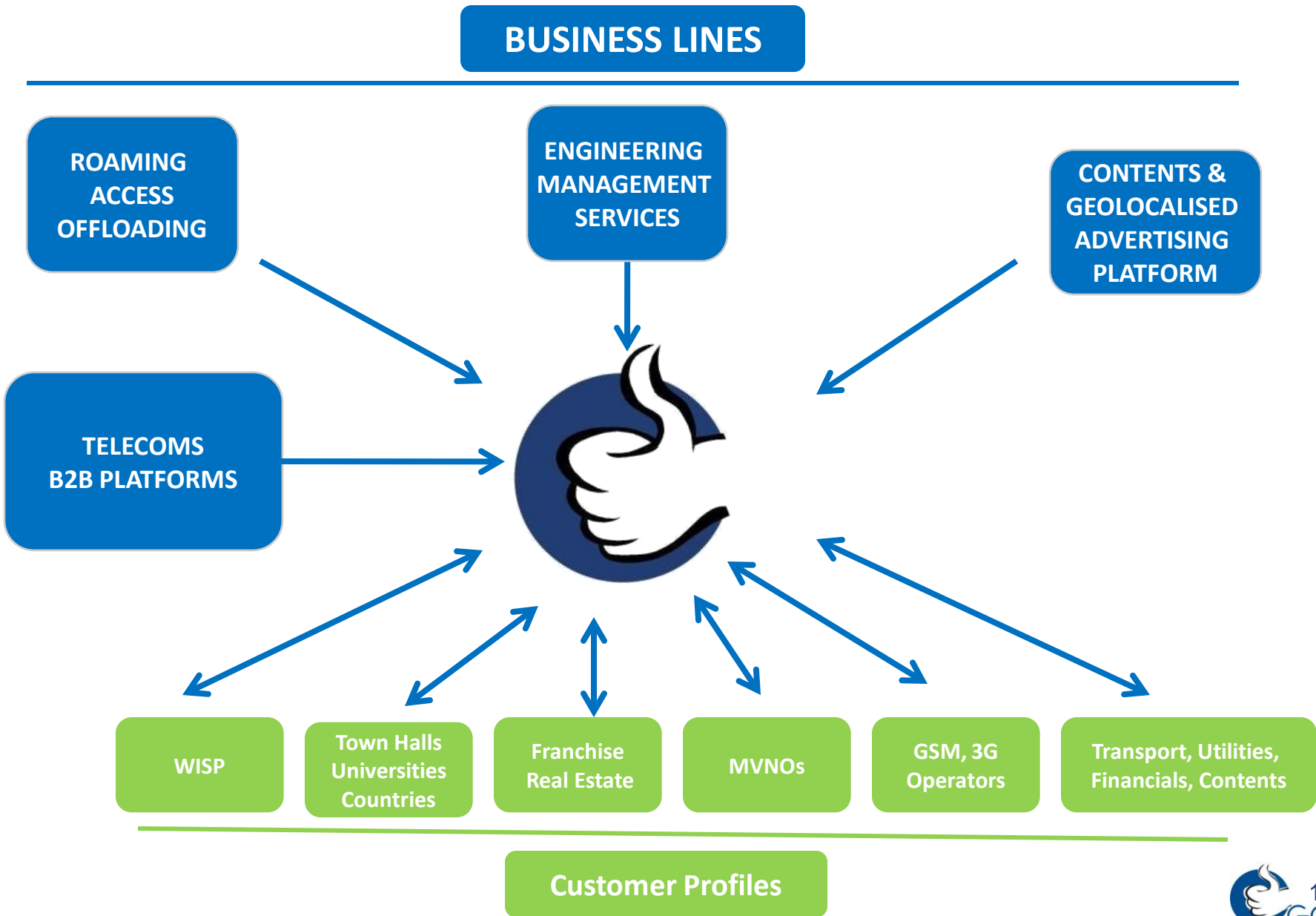
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# Summary Revenue Sources: GOWEX' Business Model

A multilateral platform that benefits all and Cross Sell among different bussiness lines

1. Engineerign contracted with GOWEX

2. Interconnectivity & roaming

**Operators & Cities**



TRUSTIVE  
WIRELESS INTERNET ACCESS

iPass

orange

T-Mobile

Telefonica

BOINGO  
WIRELESS

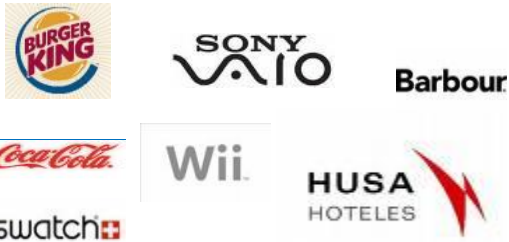


3. Advertising and contents

**Advertisers**

**Content Providers**

**Service Providers**



BURGER KING

SONY

Barbour

Coca-Cola

Wii

HUSA  
HOTELES



YAHOO!

Expansión.com

EL PAÍS.com  
EDICION GLOBAL



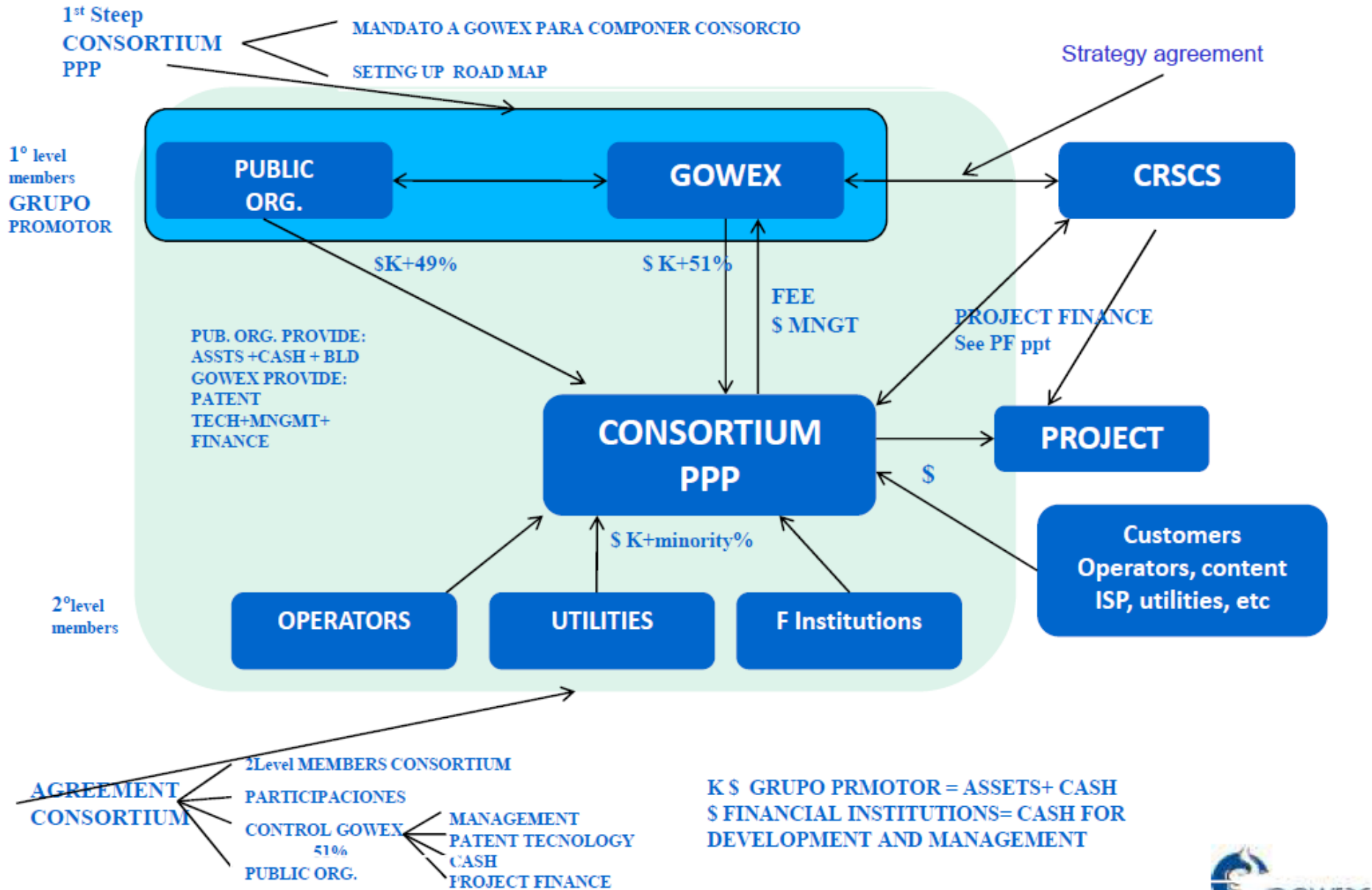
skype™

Santander

El Corte Inglés

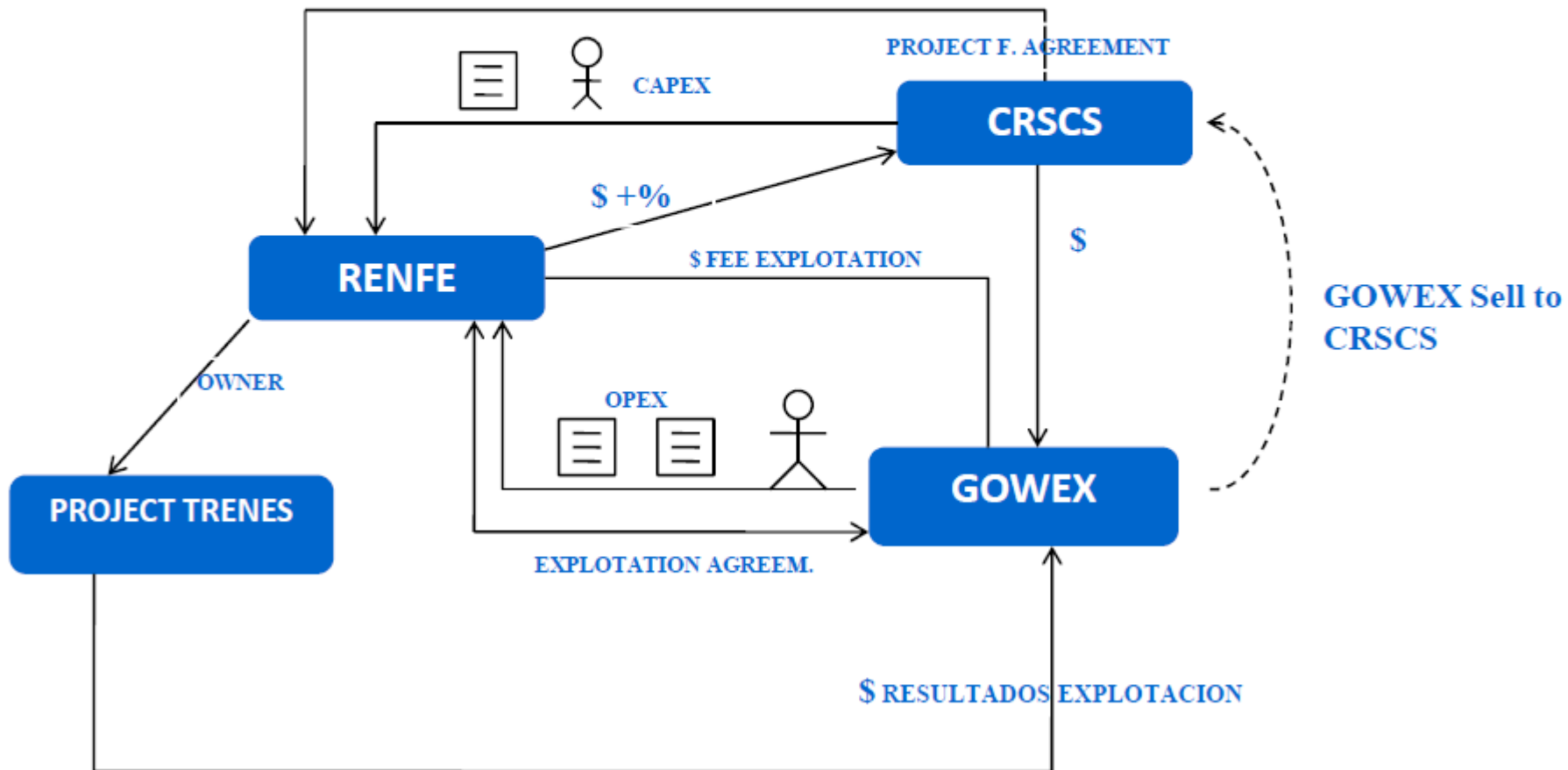
# PPP CONSORTIUM

MORE POWER AND MORE IMPORTANT PROJECTS



# RENFE PROJECT FINANCE SCHEME

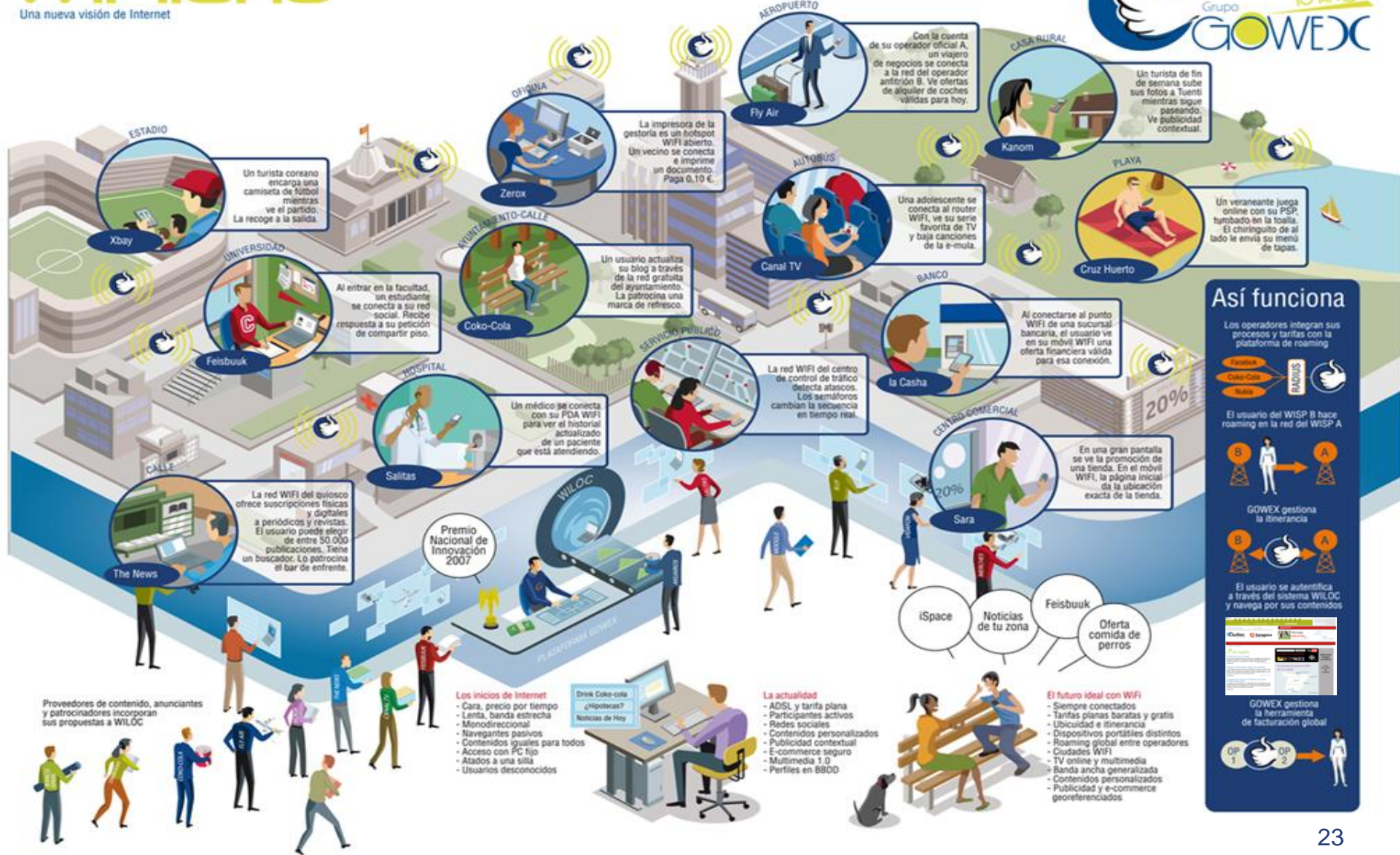
FINANCIAL SOLUTION + BUSINESS SOLUTION + TECHNOLOGY SOLUTION



# WiFi with GOWEX

## The ideal solution for Wireless cities and citizens

**Wifiland**  
Una nueva visión de Internet



# MORE THAN 35 WIFI CITIES

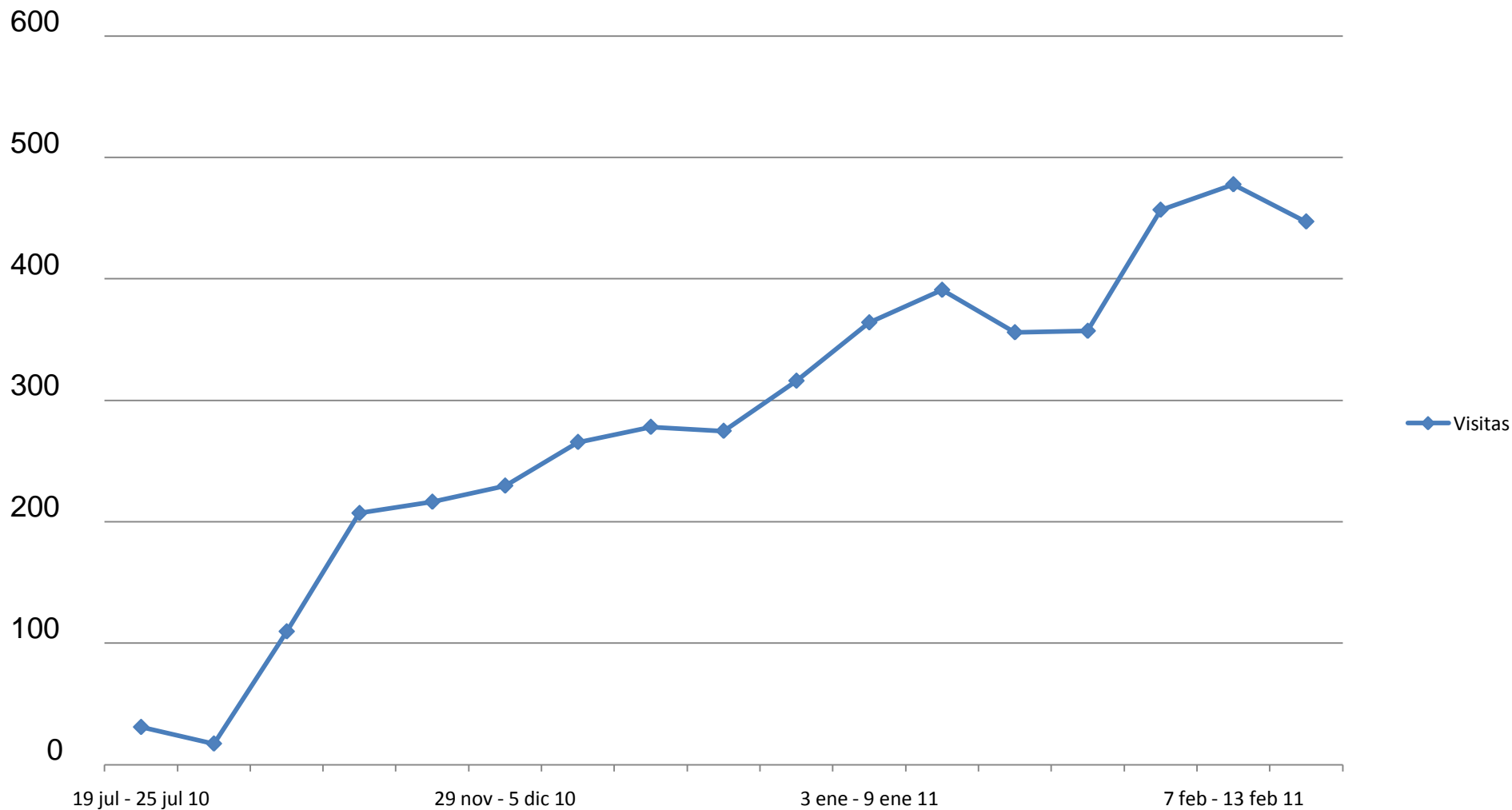


# INTERNATIONAL

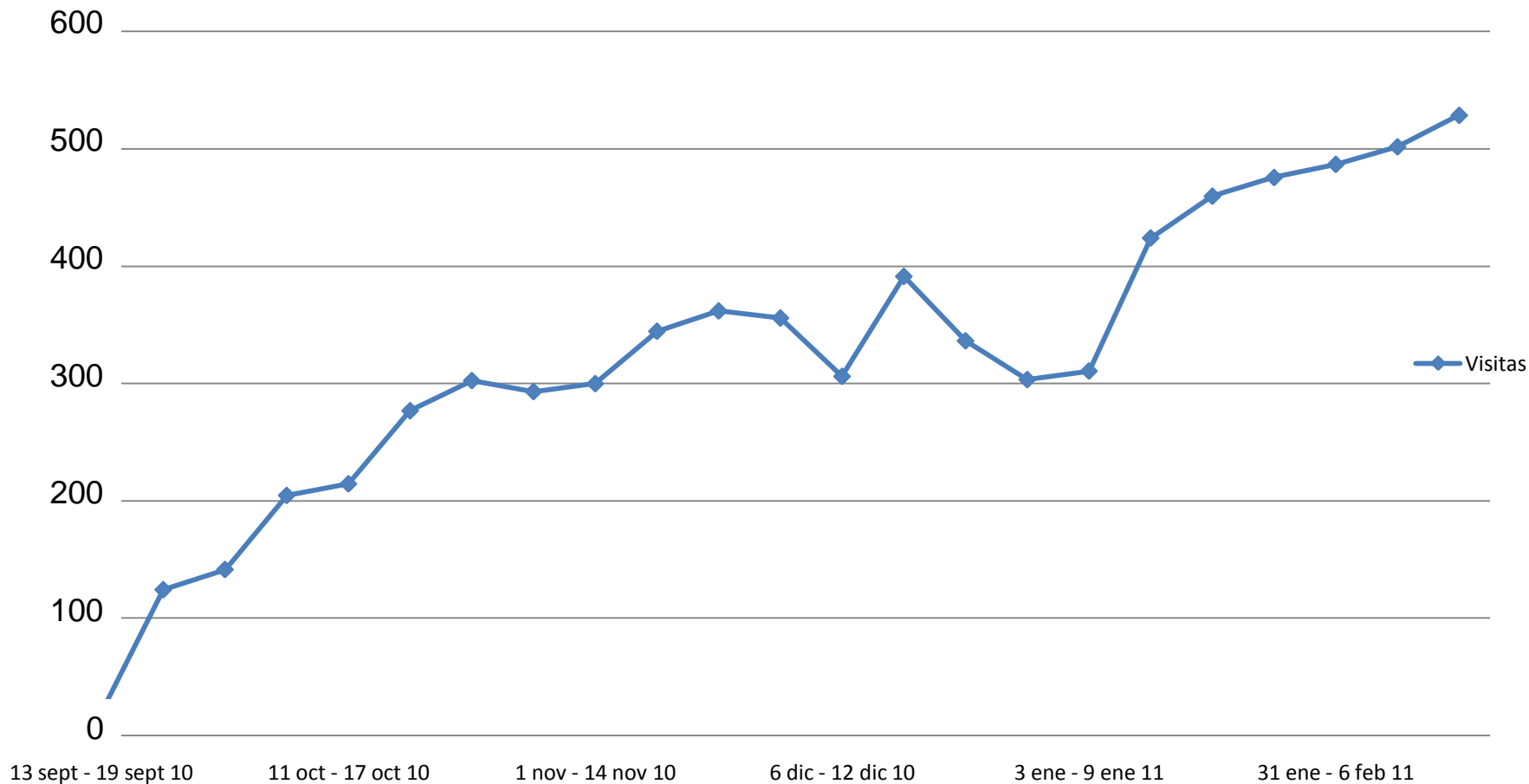




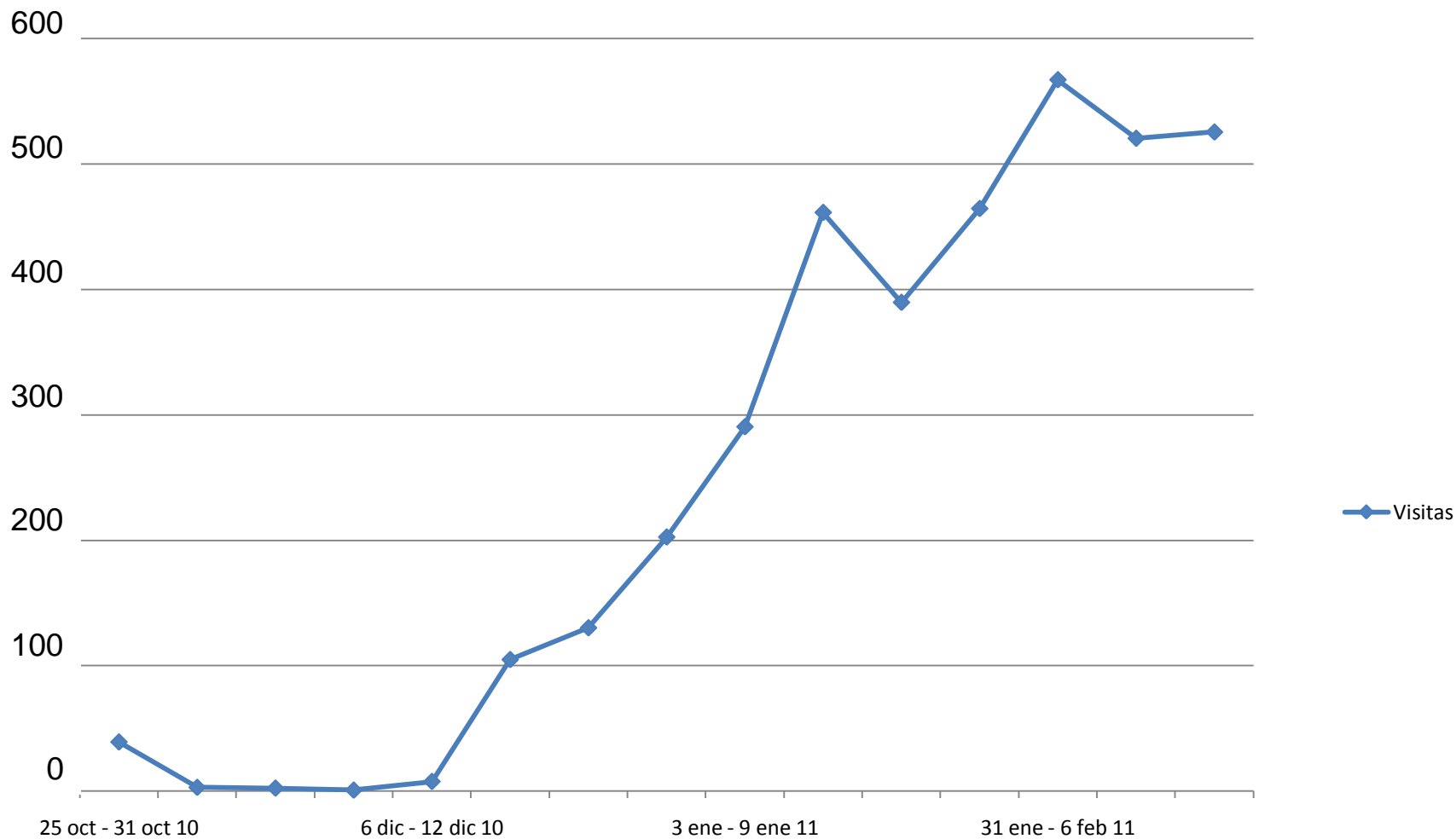
# High Growth Pattern in Madrid (weekly)



## High Growth Pattern in Madrid Buses EMT (weekly)



## High Growth Pattern in Burgos (weekly)



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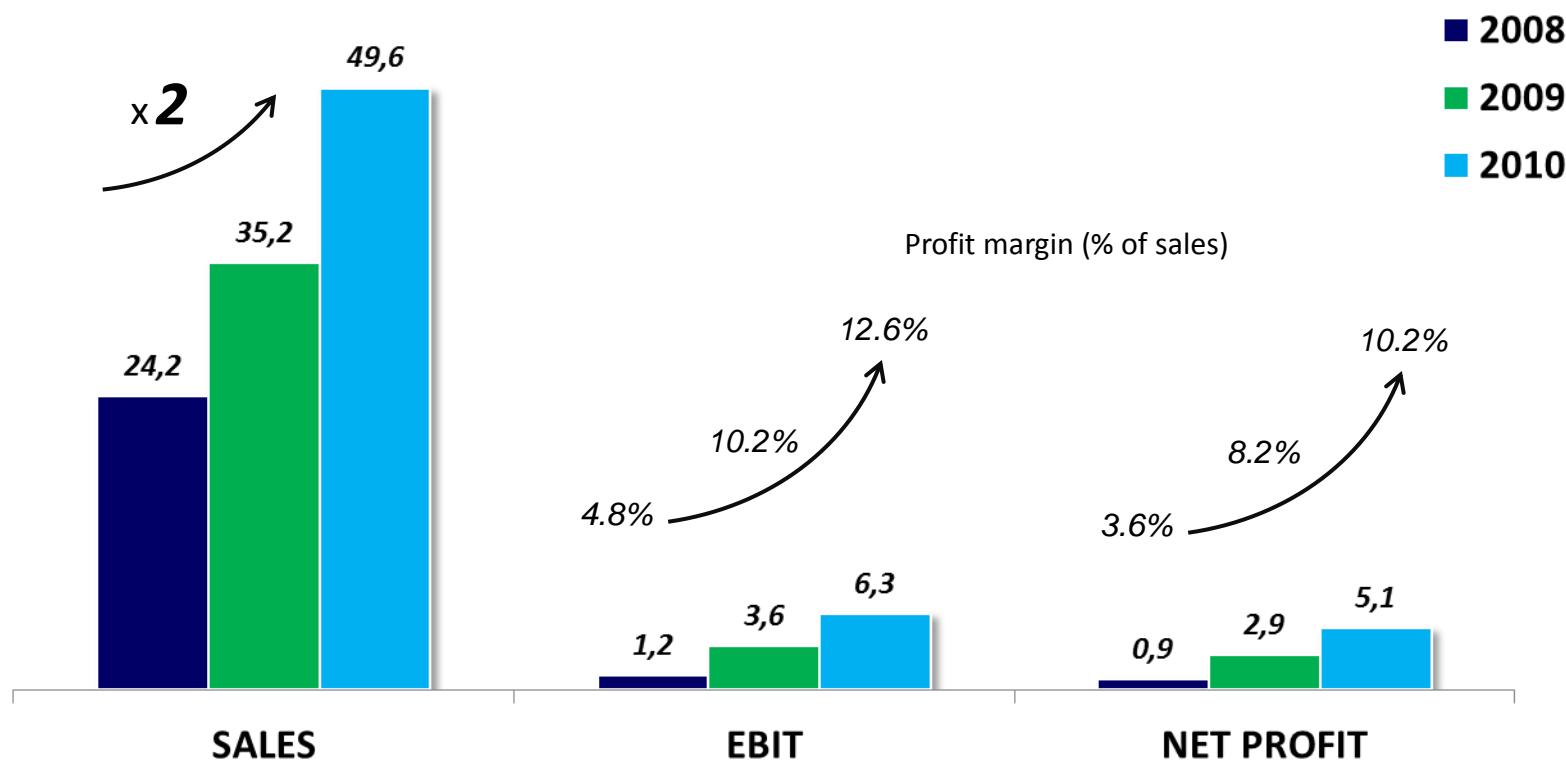
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## Strong visibility + low CAPEX : a profitable business

Evolution of sales and profits (€m)



# P&L Account 2005-10

Strong earnings & growths

Effort in creating/launching wireless platforms

31

'000 €	2005	2006	2007	2008	2009	2010	CAGR
<b>Sales</b>	<b>5.623</b>	<b>10.495</b>	<b>16.964</b>	<b>24.191</b>	<b>35.322</b>	<b>49.640</b>	<b>55%</b>
<b>Gross margin</b>	<b>1.887</b>	<b>2.187</b>	<b>4.214</b>	<b>5.645</b>	<b>10.708</b>	<b>18.523</b>	<b>58%</b>
<i>% o/sales</i>	<i>34%</i>	<i>21%</i>	<i>25%</i>	<i>23%</i>	<i>30,3%</i>	<i>37,3%</i>	
<b>EBITDA**</b>	<b>1.420</b>	<b>2.142</b>	<b>1.114</b>	<b>2.308</b>	<b>5.520</b>	<b>9.371</b>	<b>46%</b>
<i>EBITDA mg**</i>	<i>25%</i>	<i>20%</i>	<i>7%</i>	<i>10%</i>	<i>15, 6%</i>	<i>18,8%</i>	
<b>EBIT</b>	<b>587</b>	<b>1.572</b>	<b>201</b>	<b>1.158</b>	<b>3.583</b>	<b>6.256</b>	<b>61%</b>
<i>EBIT mg***</i>	<i>10%</i>	<i>15%</i>	<i>1%</i>	<i>5%</i>	<i>10%</i>	<i>13%</i>	
<b>Net revenues</b>	<b>471</b>	<b>1.265</b>	<b>-3</b>	<b>863</b>	<b>2.878</b>	<b>5.130</b>	<b>57%</b>
<i>Net mg</i>	<i>8%</i>	<i>12%</i>	<i>ns</i>	<i>4%</i>	<i>8,14%</i>	<i>10,34%</i>	

IFRS, audited results

\*\*EBITDA: Earnings before interests, taxes, depreciations and amortisations

\*\*\*EBIT: Earnings before financial interests and taxes

CAGR: Cumulative Annual Growth Rate

We maintain our projections based in the execution and good results of 2009 and 2010. We reach even more visibility of the estimated figures.

### LET'S GOWEX: ESTIMATED CONSOLIDATED RESULTS

000 €	2009	2010	2011e*	2012e*	CAGR 12-09
Sales	35.322	49,641	95.869	141.176	58,7%
Gross margin	10.708	18.523	38.764	59.245	76,9%
<i>o/sales</i>	30,3%	37,3%	40,4%	42,0%	
EBITDA	5.520	9.371	24.192	32.656	86,5%
<i>o/sales</i>	15,6%	18,8%	25,2%	23,1%	

Source: Group GOWEX PRO-FORMA

\* In revision

# Financial Execution of the Business Plan

Comparative with 2010 Guidance

000€	2010 (Guidance)	2010 (Audited)	Vs %
Sales	52,49m	49,6m	-5%
Gross margin	15,7m	18,5m	18%
o/sales	30%	37%	
EBITDA	6,9m	9,37m	36%
o/sales	13,12%	19%	
BAI		6,31m	%
o/sales	%	13%	
Net Profit		5,13m	%
o/sales	%	10%	

Change in  
criteria on  
G Telecom





Project Type (units)	Guidance 2010	Real 2010	2011e	2012e
<b>TOTAL CITIES</b> (cumulative)	<b>21</b>	<b>35</b>	<b>60</b>	<b>105</b>
Cities A >10m pop.	0	1	2	4
Cities B <5m pop.	1	3	4	11
Cities C >0.6m pop.	5	10	10	15
Cities D <0.6m pop.	7	13	9	15

GOWEX cities in 2009 = 8 cities  
 No cities less than 100k inhabits.

# Road Map GOWEX Other (world-wide)

Overpassed forecast for 2010

Project Type (units)	Guidance 2010	Real 2010	Incre. %	
Cities	21	35	66	✓✓
Freemium users	120k	340K	183	✓✓
Page views/month	800k	1450K	81	✓✓
Transport	1	1	0	✓
Roaming Operators	60	70	16	✓
Number of inhabitants	15m	30m	100	✓✓

## LEADER CITIES IN PIPELINE

### GOWEX MODEL IS A KILLER App FOR THE CITY

*Europe Cities, wants to have WIFI but they don't have money  
GOWEX create consortium with LEADING cities and make a part of the investment  
GOWEX then exploit in exclusivity the WIFI City. Other cities comes in a "metoo" attraction  
Operators can't do that cause they don't have the technology, mrkt and the business model*

Market of Cities	2010	2011	2012
EUROPE	2	3	3
ASIA	0	3	6
LATAM	2	3	5
AFRICA&M.EAST	0	1	2
TOTAL	4	10	16
Population (cumulative)	30m	60m	150m

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## WiFi is the boom of the mobile market

→ Will be 10x size in 2016

- **Corporate movements are booming in WiFi operators**
  - Boingo market cap in the IPO over US\$ 422 Million
  - WiFi complements 3G AT&T BUY WAYPORT in USA
  - BSkyB buys The Cloud (sale value 15 times EBITDA)
  
- **WiFi is a mass market:**
  - China Mobile, will deploy 1million PAs
  - 50% of cellphone will be Wi-Fi by 2014 (Spain now about 20%)
  - O2 will offer Free Wifi (Only UK)

### Market is shacking

Some operators as O2 launch their free WiFi service

- Some other will follow
- Orange and T-Mobile are speaking about that and join forces in this area too
- AT&T are leaving free WiFi for their customers

Could Telefonica do that in Spain or LATAM

- As an incumbent Telefonica will be manage by regulator so
- Should they be obliged to release a wholesale offer at a discount

### GOWEX position

- As a leader in the WiFi outdoor, we have a good platform to growth
- We are a media player we are an open platform (many2many&viral)
- Our model is superior to O2 or some others bcouse reliance in our own network and the operators one with out too much CAPEX
- We are a media player not a telco
- We do have not only a business model and a solution for this generation, but for the next one too. **Wireless Smart City**

### Geographic expansion based on organic growth, Co-investing project and frictionless growth technology

#### 2010

Occupy land in Spain and international leading projects, our key market for wireless:

- More than 35 WiFi Cities plus Transportation and Universities
- GOWEX groups medium sized operators and cities to later attract large operators.

#### 2011/2012

- Attraction of large operators: Orange, Vodafone, BT, IPass, other
- Internationalisation in Europe (France), Latin America Asia, to later be followed by Africa and US. USA is the last resort for us, only when we reach traction.
- Choosing leader Cities and co invest in those projects
- Attain more patents and ITU standard

### Growth via acquisitions

- Strict criteria in creating value and strategic fit
- Focused on companies with client portfolios (cities, operators), know-how, technologically advanced in mobility.

### Won First Half 2011

- Buenos Aires playas, Subte, Costa Rica consultancy and deployment
- Spain 5 more cities, total accounting 38
- CRSCS, train pilot
- Manila consultancy, MRT, ALSA
- Ipass, MASmovil, Eduroam (univ.), KT, SKT, BARTI, SITI, Bartel, SIDCOM
- We have more than 300k hotspots

### Pipe line Commercial

- 5 more cities of Argentina,
- Cities of Sao Paulo, Rio Janeiro
- Phillipines, Singapur, KL, Nanjing
- San Francisco City WiFi, and the Bay SF
- Barcelona, Zaragoza
- 200 cities in Colombia
- Orange and T-Mobile, BT, Skype, Vodafone, Personal (Arg.), operators SEAsia
- Renfe, trenes Andalucia, MetroBus (BAs), ALSA (buses), Interurban Buses CAM...
- Education ministry in BAs, Colombia and Brazil (Intel)



## Strategic alliances

### Won

- Indra
- CRSCS

### Pipe line

- JCDecaux: leveraging in JCD assets to growth globally
- INTEL: more visibility global scale, project financing (devices) and proof of concept
- MySpace: Social Media network effect and social content
- CBSOutdoor, as alternatives to JCD

### Based in our exposition and leveraging in our end-user interface

#### 2011

Enlarge the investors base and empower the financial strength of the company to carry leader projects and occupy best key places for the next move. (mainly international investors)

- Issue new shares for a increase of capital of up to 10million euros
- Use our strategic relation with a project financing partner (CRSCS)

#### 2011/2012

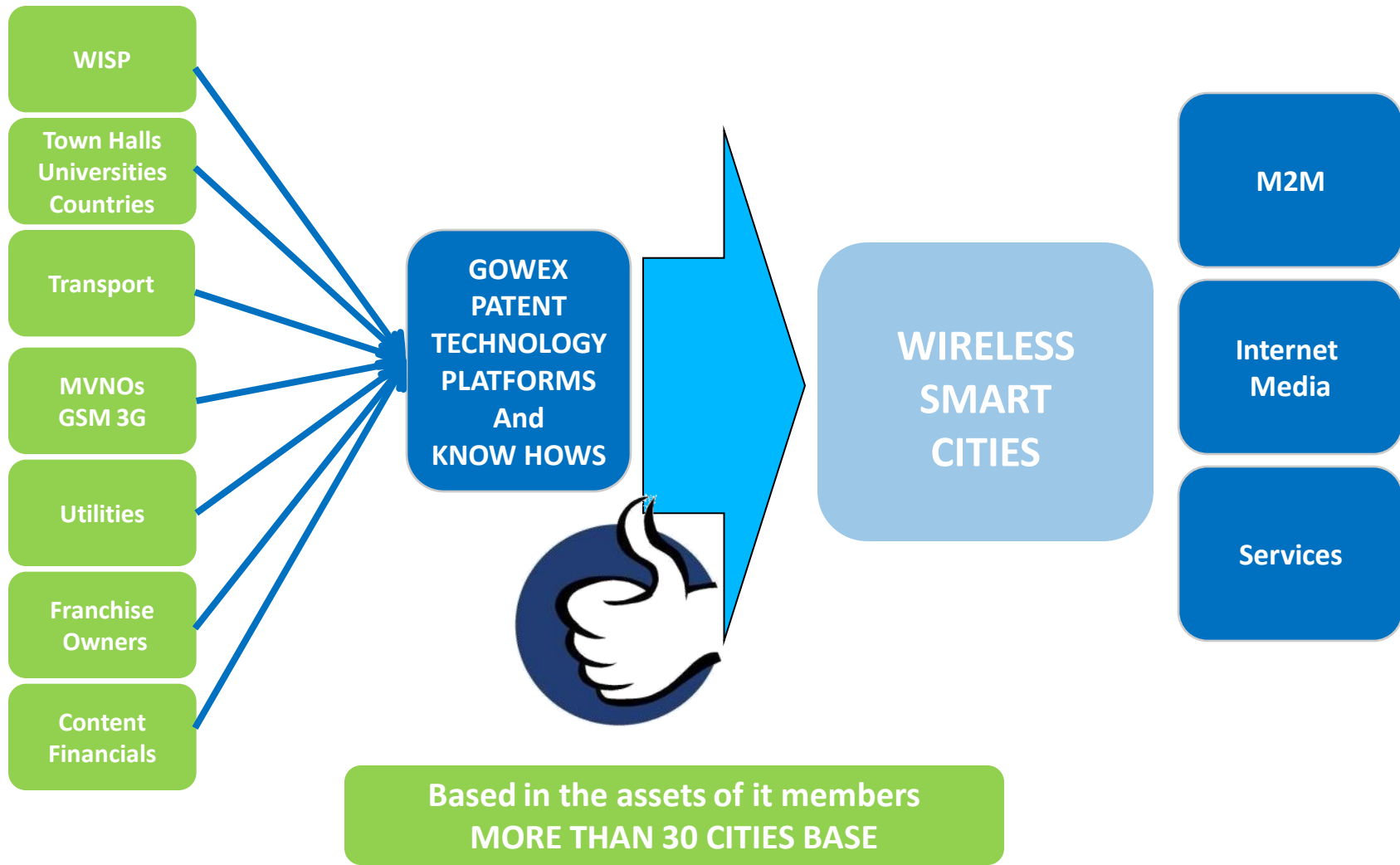
- Based in our Strategic Plan: high growth of profit (ver freemind)
- Creating more control of the leading projects and longer exclusivity
- Giving free shares to end users and roaming operators
  - => LOYALTY+BRAND RECOGNITION
- 2012 IPO in NASDAQ+Shanghai Stock Exchange+NYSE+Mcontinuo
  - Based in our distribution platform of more than 150 million population
  - First dividend of GOWEX history up to 30% pay out

# Wireless Smart Cities Consortium Between Private & Public Participants

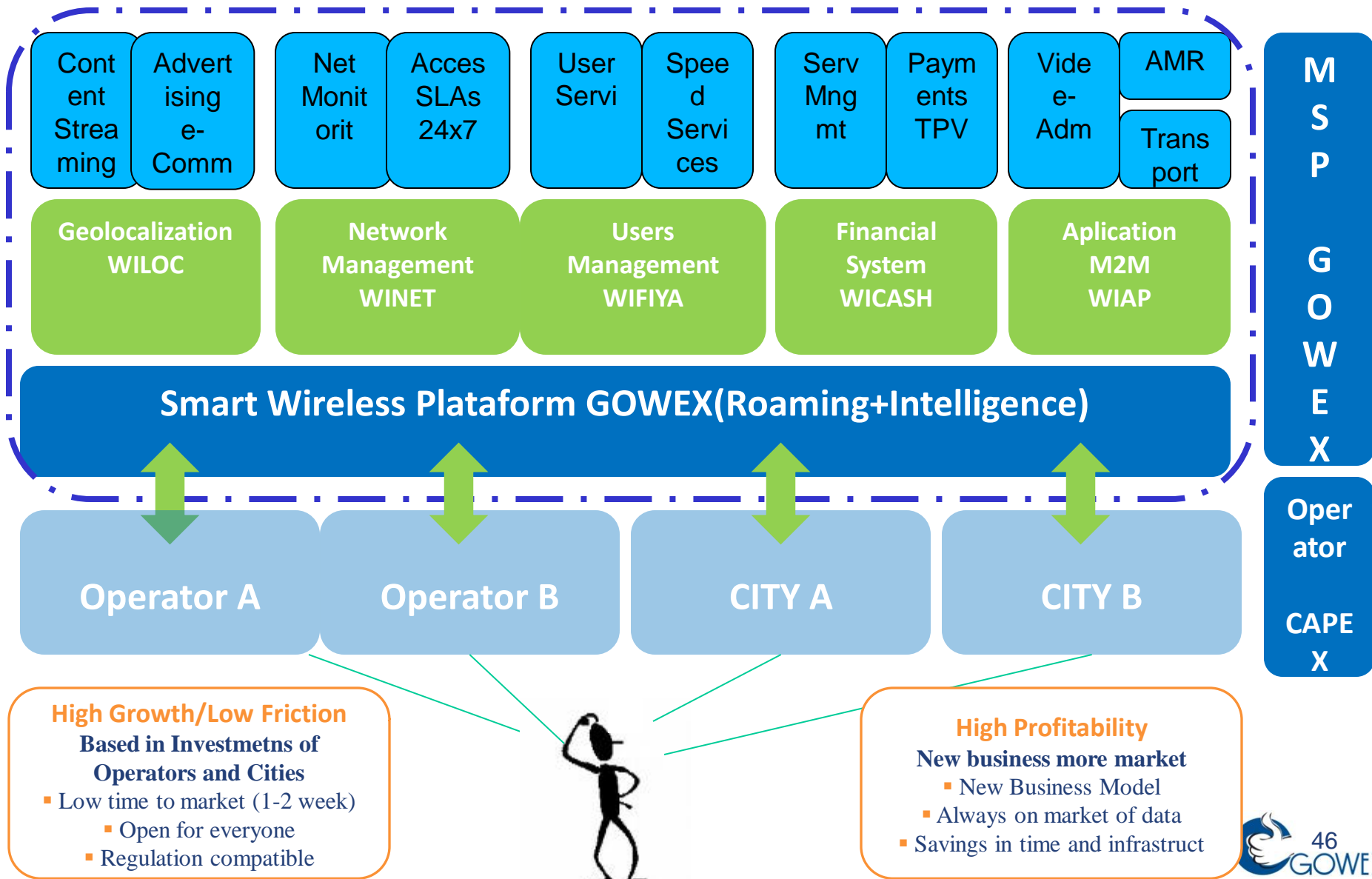
Technical platform, economical and management



# OVER OUR PLATFORM GOWEX – Create Wireless Smart Cities



# GOWEX PLATFORM IS THE OPERATING SYSTEM OF ALTERNATIVE INTERNET MOBILE



The strategy of low costs, resources and investments allows to take advantage of the potential market growth and complementary opportunities with 3G and 4G technologies

## What do we do?

Our clients are operators, councils, SMEs...

We do not compete with operators, we are what VISA is for banks: we offer complementary products and services.

## Is 3G technology competitive?

AT&T and Verizon (operators) are acquiring WiFi companies to increase its presence in the "data wireless" market. AT&T acquired Wayport and Verizon reached an alliance with Boingo.

3G is a voice native technology, suffering various problems in managing the wireless data flow. WiFi is a complement, a quick and low cost solution for the market, until 4G is deployed and attains critical mass.

The best point: Big guys invest in educating users, councils invest in CAPEX and we manage the results.

## Why an international expansion now?

Our technological platform allows us to travel with little baggage and few risks.

We lean on the milestones obtained in Spain to grow in Europe, LatAm and the rest of the world when opportunities arise.

**80 operators**

**5 offloading  
agreements**

**GOWEX  
PATENT  
TECHNOLOGY  
PLATFORMS**



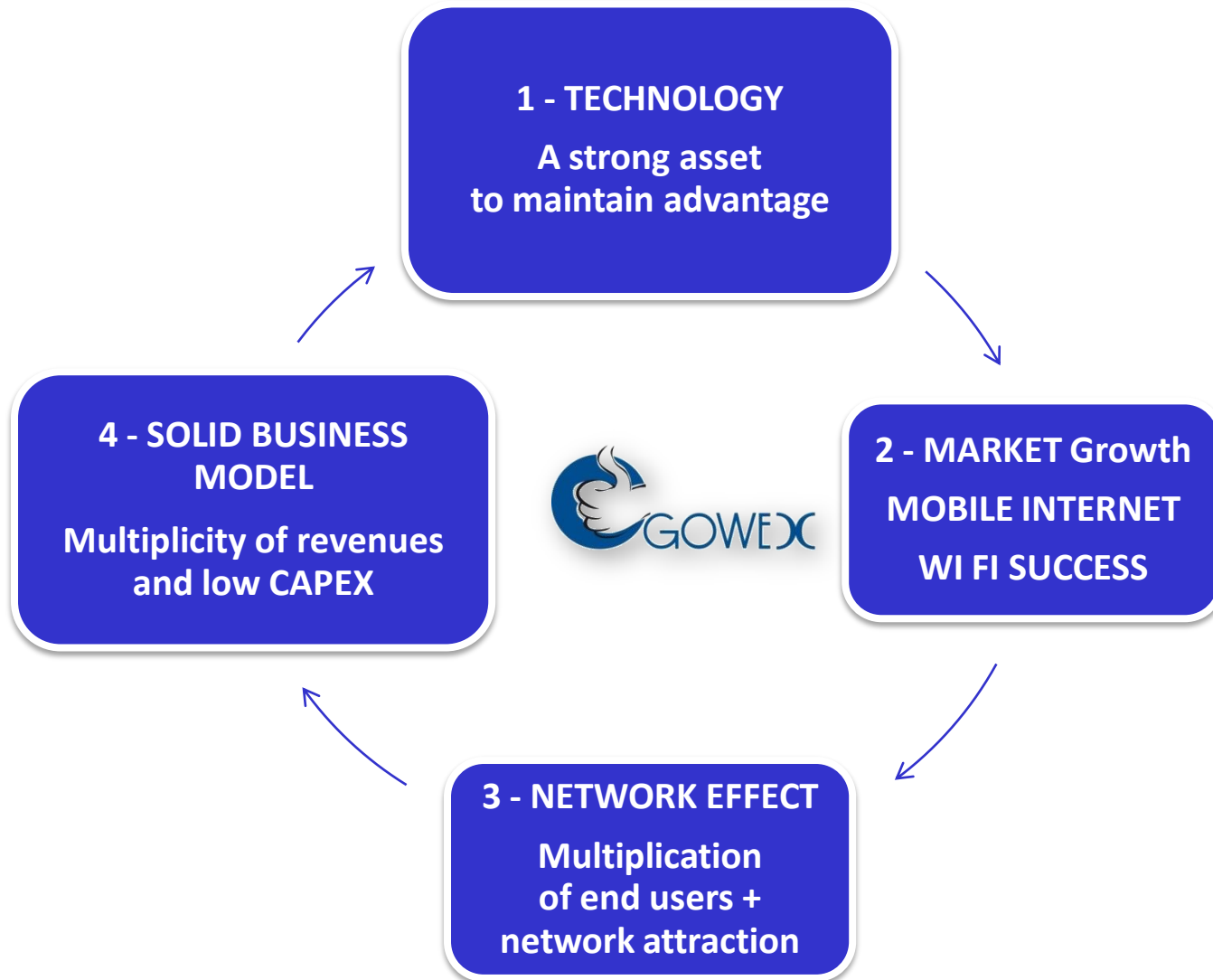
**Massive traffic :**

**300 000** hotspots

**500 000** end users

**39 cities / 32 M** people  
covered

**GOWEX IN NETWORK AUTO-GENERATES ITS ATTRACTIVITY  
TOWARD OPERATORS AND ADVERTISERS**





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**02. GOWEX: Group profile**

**03. Balanced business mix**

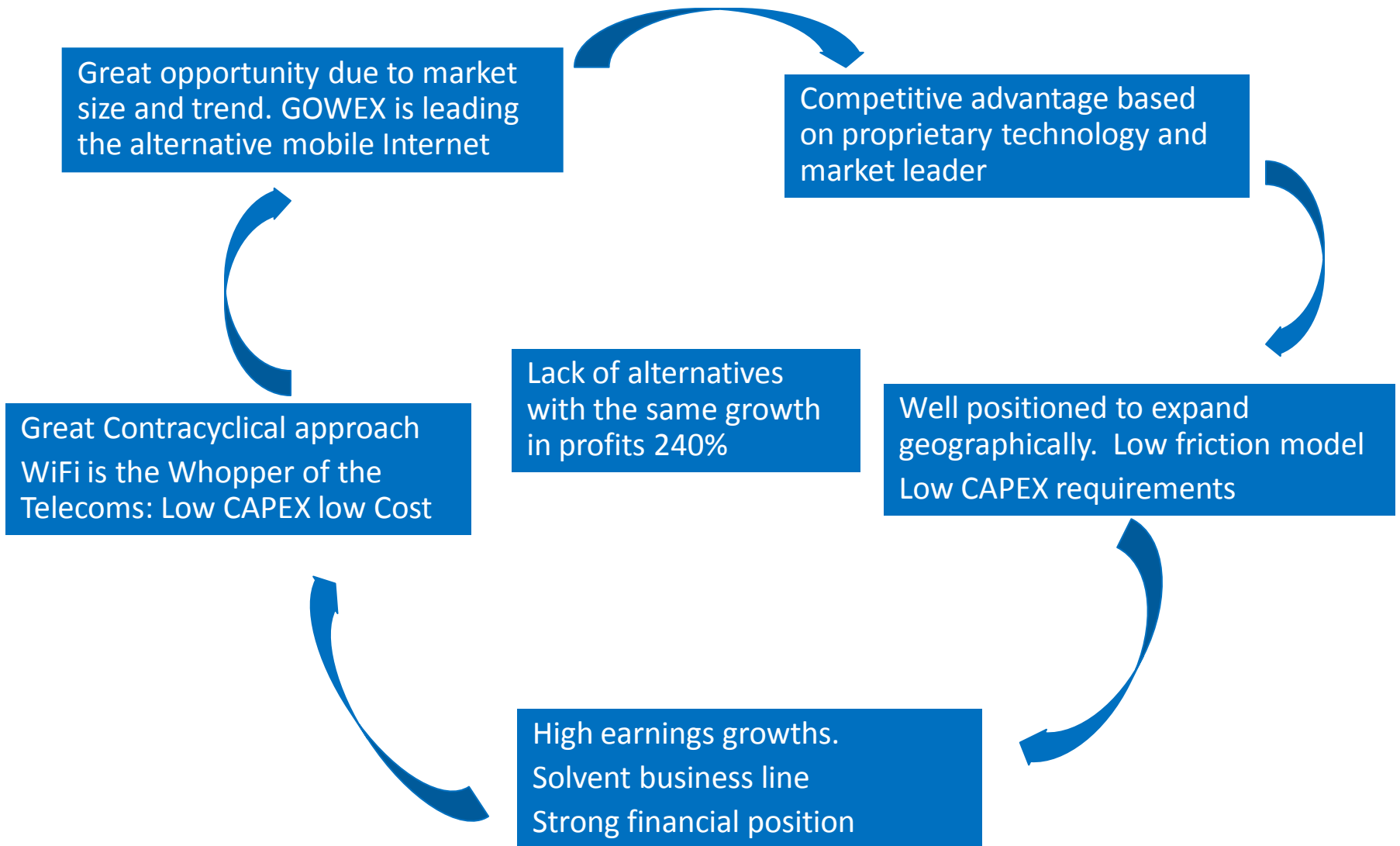
**04. Financial aspects**

**05. Brand exposition**

**06. Strategy**

**07. Conclusions**

# 6 Reasons to Invest in GOWEX





# CREAMOS CIUDADES WiFi

DEVELOPING WiFi CITIES

GOWEX.com

Paseo de la Castellana 21 CP. 28046 Madrid Tlf. + 34 91 360 14 70 info@gowex.com www.gowex.com



01. Mobile Internet: the next technological revolution

02. GOWEX: Group profile

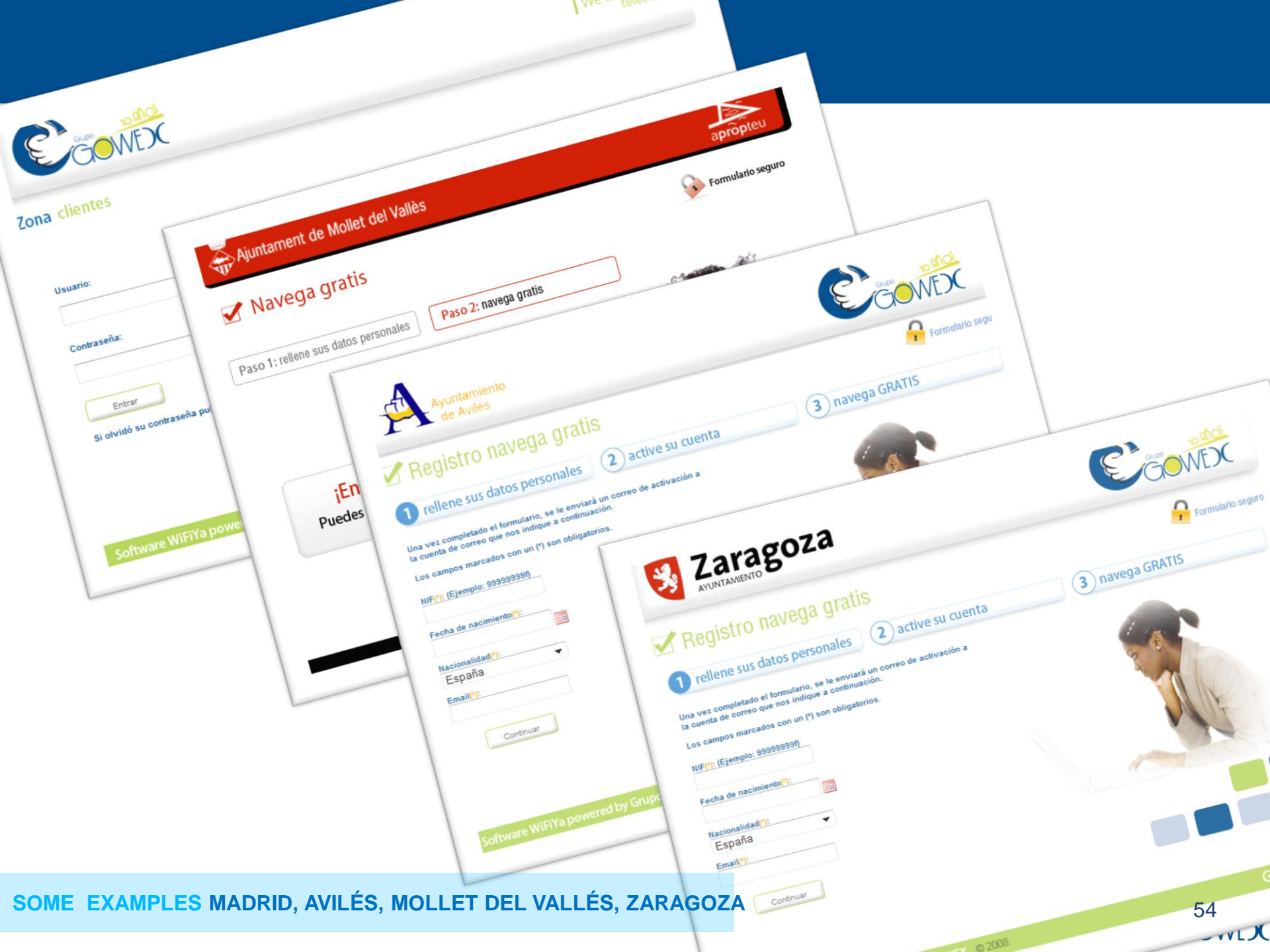
03. Balanced business mix

04. Financial aspects

05. Brand Exposition

06. Strategy

07. Conclusions



Zona clientes

**Ajuntament de Mollet del Vallès**

**apropteu**

Formulario seguro

**Navega gratis**

Paso 1: rellene sus datos personales

Paso 2: navega gratis

**Ayuntamiento de Avilés**

**Registro navega gratis**

**1** rellene sus datos personales

**2** active su cuenta

**3** navega GRATIS

¡En Puedes

Una vez completado el formulario, se le enviará un correo de activación a la cuenta de correo que nos indique a continuación.  
Los campos marcados con un (\*) son obligatorios.

NIF(\*): (Ejemplo: 99999999)

Fecha de nacimiento(\*):

Nacionalidad(\*):  
España

Email(\*):

Continuar

Software WiFi powered by Grupos

**Zaragoza**  
AYUNTAMIENTO

**Registro navega gratis**

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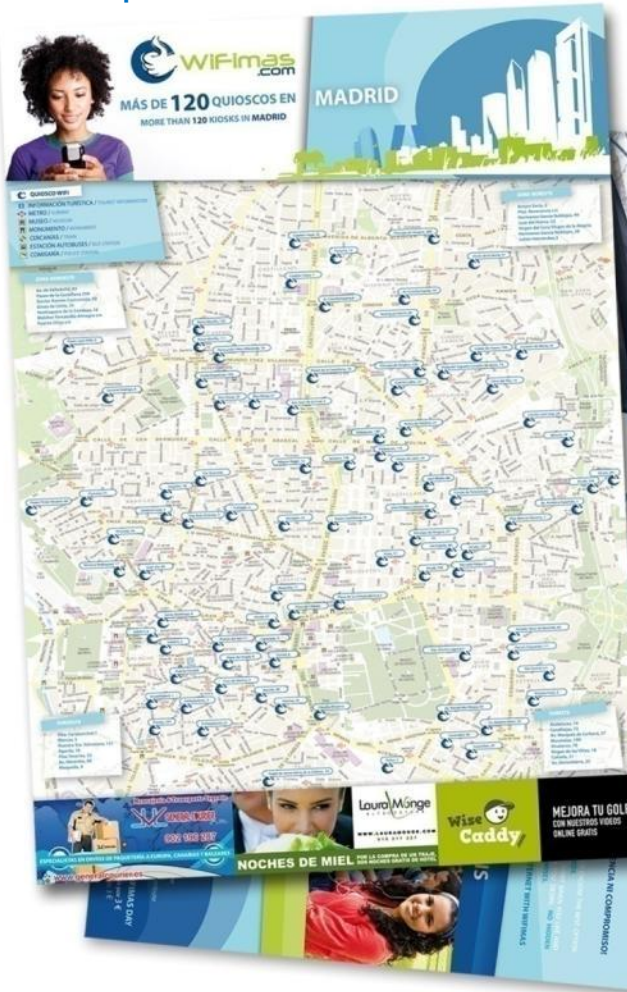
Nacionalidad(\*):  
España

Email(\*):

Continuar

SOME EXAMPLES MADRID, AVILÉS, MOLLET DEL VALLÉS, ZARAGOZA

Ad in Maps WiFi Cities



¿CÓMO ME DOY  
DE ALTA? ES SENCILLO  
¡NO TE INVARIANTO NADA!

NAVEGA  
GRATIS

NAVEGA GRATIS EN NUESTRO PORTAL DE  
MÁS DE 120 QUIOSCOS EN MADRID



AD in geographical points Wifi Areas

Ad in Quiosco WiFi



Unas te cobran comisiones, cuenta NÓMINA del Banco ING DIRECT te devuelve dinero.

ING DIRECT

Alta Ciudadanos

Alta Visitantes

1 Agosto 2010

**WiFi a Mollet**

1 Agosto 2010

**NOTICIAS**

El Gobierno cesa a Pío del Patrimonio

Vacaciones entre amigos

El Beltaine toma Avilés

Sama mezcla litúrgica grande de Santiago

Carnaval en el cielo de

**emfocsi**

NOTICIAS ÚLTIMA HORA

La jutgesa imputa el tinent d'alcalde d'Urbanisme del Palau

Rosell: "Analtzarem la situació real del club en l'aspecte econòmic i jurídic"

El soci de govern s'afegeix a CUI i ERC per demanar la dimissió del tinent d'alcalde

García-Bragado dimiteix a mitges

Rosell asafa les regnes

Els vehicles amb tres o més ocupants paguen més als túnels de Vallvidrera

Millet i Montullu compareixeran el 6 de juliol a la Audiència Nacional

**LO ÚLTIMO**

Tempo

Traffico

Sorteos

**VIDEOS DE HOY**

**¿ QUÉ ESTÁS BUSCANDO**

Musica

Viajes

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**Ajuntament de Mollet del Vallès**

Català Castellano

**AYUNTAMIENTO DE GETAFE**

LA CIUDAD

**NOTICIAS ÚLTIMA HORA**

La Policía Local de Getafe se incorpora con Treinta y un Policias al sistema de seguimiento integral de Violencia de Género

Cuatro jóvenes de Getafe estrenan su primera película "Operation Paperclip" en el Teatro Federico García Lorca.

El Ayuntamiento de Getafe ha presentado un proyecto de creación de negocios innovadores.

Cerca de 50 mujeres con discapacidad Inclusión y Participación en el "Proyecto Agoras: Inclusión y Participación" en el "Proyecto Agoras: Inclusión y Participación" en el "Proyecto Agoras: Inclusión y Participación"

El Programa Vacaciones en Paz se inicia mañana con el Encuentro Getafe Sahara en el Centro Cívico de Juan de Herrera donde se les dará la bienvenida a 21 niños y niñas de Saharauis que han llegado ya a nuestra ciudad.

El Instituto Carpe Diem celebra su 25 aniversario con multitud de actividades entre ellas la presentación de la publicación "El Instituto Carpe Diem celebra su 25 aniversario con multitud de actividades entre ellas la presentación de la publicación creación Audiovisual integra las Diferencias"

CONTACTA | POLICIA DE PROTECCIÓN CIVIL

**Zaragoza**

ENTRA EN EL SORTEO DE UNA PSP

tecnimap 2010

1 Agosto 2010

Beneficios de la Red WIFI

**WIFI Day en Benidorm**

Benidorm 1 Agosto 2010

Zaragoza 6 de abril 2010

Powered by Grupo GOMEX

NAVEGA GRATIS POR INTERNET

Completa tu registro y empieza a navegar.

ACCESO USUARIOS REGISTRADOS

Usuario:

Contraseña:

Entrar

**PROYECTO WIFI**

Definida de la Red WIFI que cubra las zonas de Jalla Digital, casco histórico, parques, plazas, entornos de centros educativos.

Más de 200 puntos en total

**WEB MUNICIPAL**

La principal ventana de la ciudad abierta al ciberespacio, a la comunicación y a los servicios digitales para sus ciudadanos.

[ Web Municipal ]

**NOTICIAS ÚLTIMA HORA**

Las comarcas dispondrán este año de una plataforma electrónica para facilitar a ciudadanos acceso a servicios

El precio medio de la vivienda nueva en Aragón baja por cuarto año consecutivo en el primer semestre de 2010

Silva rechaza críticas y defiende "con mucho ahínco" la edición de video por ordenador

El Gobierno aragonés recomienda un consumo responsable ante las rebajas que comienzan en las grandes superficies

El PP acudirá a la vía judicial para conseguir los documentos contables del Palacio de Congresos de la Expo

El centro Ibercarga Zentrum inicia un nuevo curso sobre edición de video por ordenador

El barrio de Valdespartera inaugura hoy jueves su nueva biblioteca

**HOY SORTEAMOS EN LA CARPA WIFI**

sorteo

- 2 videoconsolas
- 4 portátiles
- 6 teléfonos móviles

**PIDE TU FORMULARIO DE PARTICIPACIÓN**

**LA CIUDAD**

AGENDA DE LA CIUDAD

FIESTAS DE BENDORM

PLAYAS DE BENDORM

TURISMO

**¡Todos queremos WiFi!**

**ajuntament benidorm**

**NAVEGA GRATIS**

**WIFI LIFE**

YouTube

facebook

REDSINFRONTERAS.ORG

**SERVICIOS**

AGENDA DE LA CIUDAD

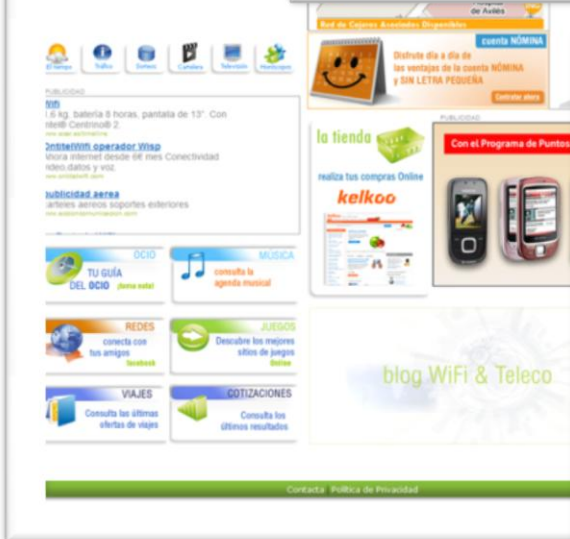
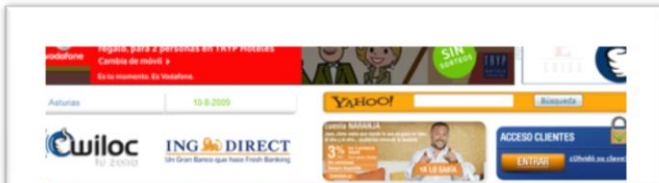
FIESTAS DE BENDORM

PLAYAS DE BENDORM

TURISMO

## EXCLUSIVE BUSINESS MODEL GEOTARGETED PLATFORM ADVERTISING AND CONTENT

### Online support



### Real time reactions over our Platform

- GeoTargeted Campaigns
- Exclusivity services
- High ROI
- Augmented Reality



# WILOC EVENTS WITH THE WIFI CITIES



# GOWEX EVENTS WITH THE CITIES



# SUMMARY GOWEX BRAND EXPOSITION

## EXCLUSIVITY EXPOSITION      2010

EMT  
Equivalent                      2.200 Buses  
    ~400k/year

Newstand KIOSK  
Equivalent                      1.550pop 30-40% (outdoor coverture)  
    (175 €/month per pop)

Municipalities 25 cities  
Equivalent                      Brand exposition 40-80% (outdoor coverture)  
    ~1 million total

---

TOTAL BRAND EXPOSITION  
EQUIVALENT VALUE              ~€5 million/year

# ENGINEERING: Bootstrap for entering cities

Cities use CAPEX & GOWEX later helps by exploiting wireless networks



# WILOC Necessary Financial Complement for Municipalities

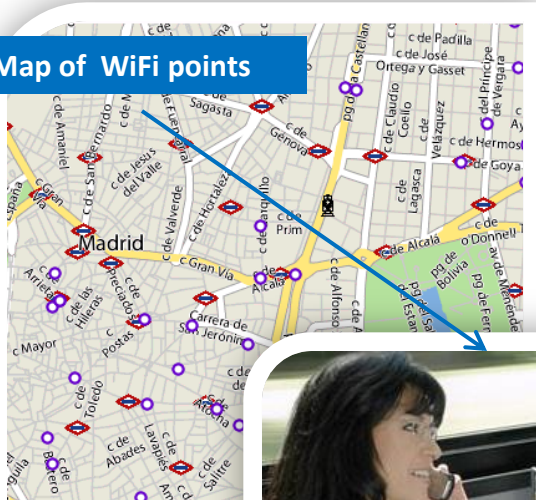
The contents & geolocalised advertising platform (Backed by CMT RESOLUTION 1075-2007)

GOWEX ENTERS GEOLOCALISED ADVERTISING MARKET AND HEADS MUNICIPAL PROJECTS

ADDED VALUE FOR CITIZENS, CITY AND TOURISTS

WiFi hotspot as access points that change contents and advertising according to the location.

1. Map of WiFi points



2. Connection



3. WiLOC



4. Surf geolocalised contents

Advantageous solutions for WISP, WiFi Cities, franchises and advertisers

# GOWEX ROAMING: Neutral Platform Launched in May 2007

A transparent, permanent wireless connection for all PATENTED Pend. Technology

Unique platform allowing interconnection between various access technologies: WiFi, WiMAX, GSM and 3G. More than 50 operators

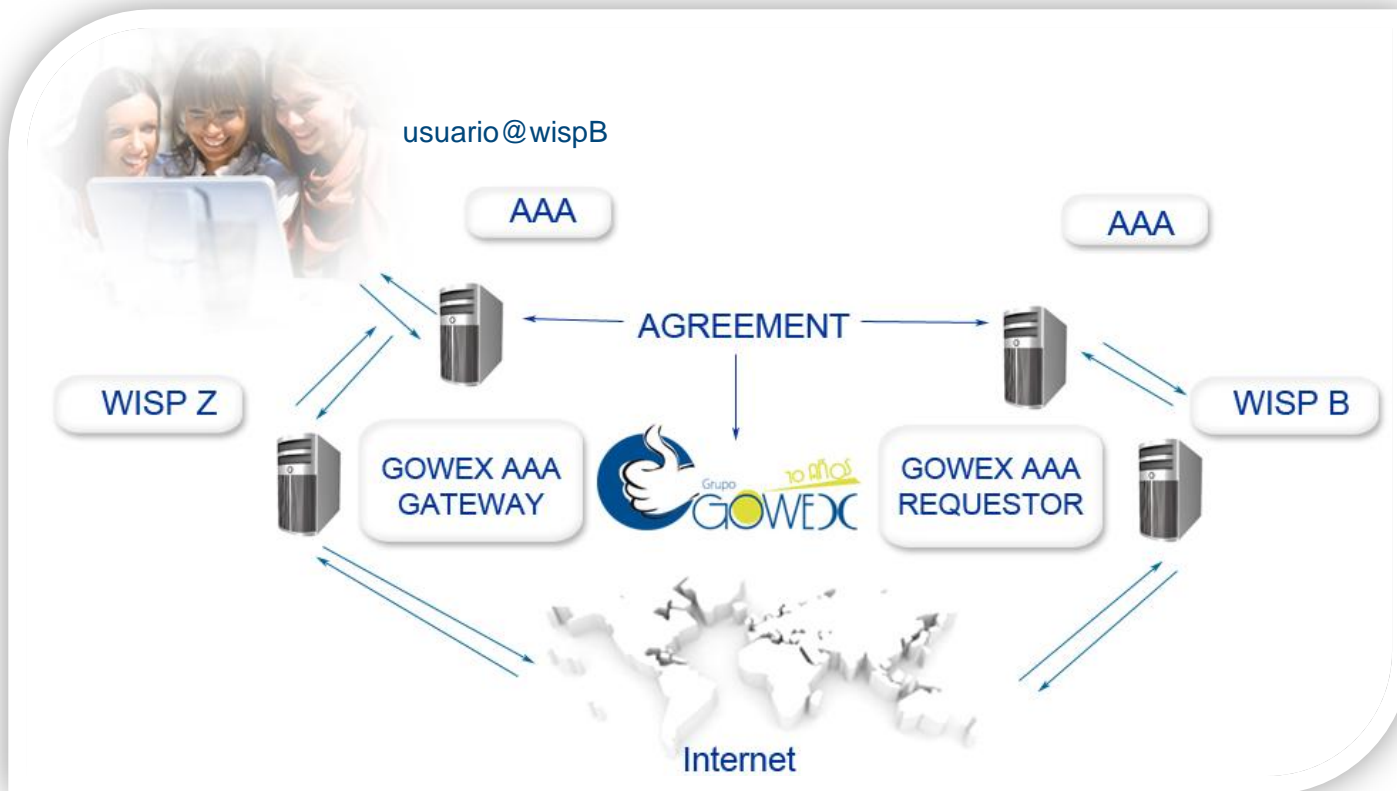
Solution that interconnects operators' networks with cities accelerating the new revolution in mobile Internet. In a Cloud Computing Architecture

An ideal platform for back-office

Patent pending. New standard for ITU. Backed by regulators

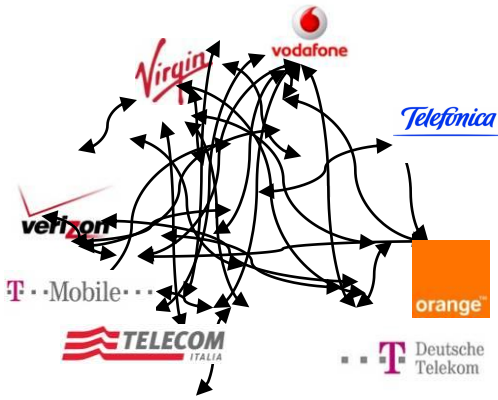
Users will be able to roam in a transparent and ubiquitous manner

Strong investment efforts not needed



## GOWEX speeds up convergence

### The market WITHOUT GOWEX



Growth barriers for Wireless:

Fragmented and inefficient markets:

- Bilateral agreements
- Duplicate systems
- Not user friendly
- Complex billing systems

Complete roaming coverage does not exist

### The market WITH GOWEX

Thousands of operators can interconnect thanks to GOWEX



GOWEX IS THE VISA LIKE PLATFORM FOR ALL THE OPERATORS FOR THE ROAMING AND INTERCONNECTION AMONG THEM. ALL THE SMALL AND MED OPERATORS CONNECT WITH GOWEX

# GOWEX TELECOM (IBER-X) : Virtual Telecommunication Market

Leader in growth and earnings.

The market structure grants flexibility, efficiency, transparency, neutrality, redundancy and guarantees quality and payment.

>100 operators. Since 1999 leader in Spain  
Cross Selling

The products and services that can be negotiated in the IBER-X market are:

- Internet bandwidth
- Capacity of circuits
- VoIP
- VPNs

More than an Exchange

