

 **DIGITAL POSTAL MAIL**
Powered by  zumbox™

*“The Future For
Transactional
Communications”*

John Payne, CEO Zumbox

 **World Mail & Express**
Americas Conference & Exhibition

February 3, 2012



Who Is Zumbox Inside The US?

Postal Mail Delivered and Filed Online in One Secure Place

Quanticom
Address: 5757 Plaza Drive, Cypress, CA
Main Phone: (866) 574-6088

SMITH, DAVE
333 MAIN STREET
BRENTWOOD, CA 90049

Services or Benefit Description	Billed Charges	Allowed or Contract Amt	Excl. Code	Co-Pay	Deductible	Total Covered Expenses	Plan Pays	Payable By Plan	Your Responsibility
OP Diagnostic Lab/Tray	1200.00	465.00	PMCS	0.00	0.00	465.00	100%	465.00	735.00
OP Diagnostic Lab/Tray	1980.00	1411.92	PMCS	0.00	0.00	1411.92	100%	1411.92	568.08

Customer Care

Health Care Lane
Health Care Lane is a virtual street that makes learning about health care easier and more enjoyable.
[Go to Health Care Lane](#)

Get Quotes and Find Plans

- Get an Individual or Family Quote
- Find an Individual or Family Plan
- Get an Employer Group Quote
- Find Employer Group Plans

Live Chat
Chat with a UnitedHealthcare customer service representative
Phone: 1-800-555-1212
[Email Us](#) a secure message

DIGITAL POSTAL MAIL
Powered by **zumbox**

Your Postal Mail Delivered and Filed Online in One Secure Place

- Records digitally stored and organized forever
- Searchable instantly from anywhere and any device
- Bank level security. TRUSTe™ and VeriSign® Accredited

Open your digital mailbox at www.quanticom.com/digital

Available on the iPad and iPhone App | PDF version of your mailed bills | Available on the App Store

Quanticom Your Quanticom bill is now available as Digital Postal Mail + your cable bill + your energy bill + your phone bill all in one place.

Powered by **zumbox**

Who Is Zumbox Outside The US?



PLATFORM LICENSING

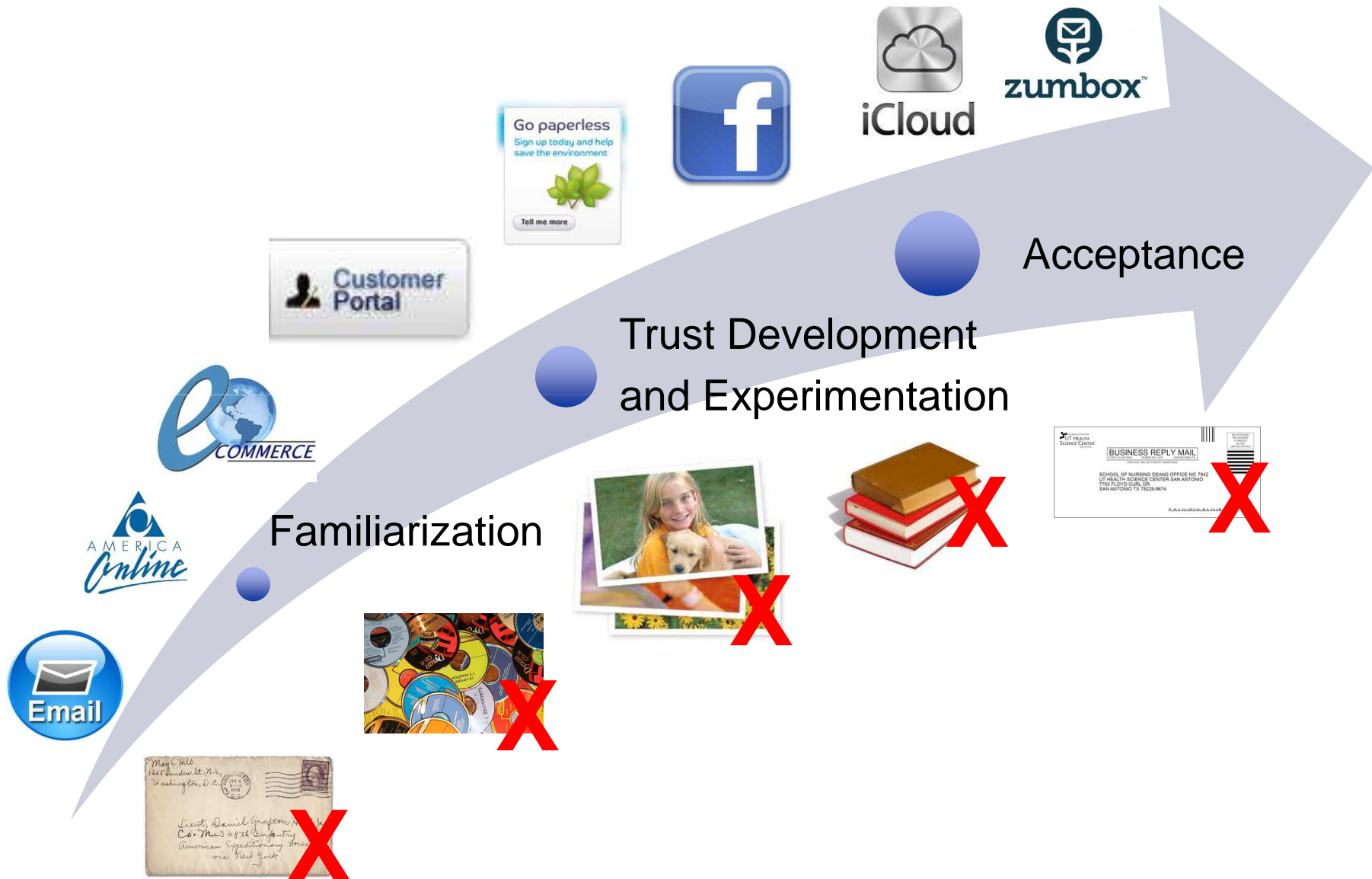
The Zumbox Platform

- Secure, digital delivery of postal mail using street addresses
- Verification of all users – mail senders and mail recipients
- Centralized digital communication within a closed system
- Making street addresses relevant in the digital age

The Zumbox Platform is a deployable, world class white label software offering, providing the only complete solution in the marketplace for processing all types of mail currently sent through traditional postal systems.

Zumbox enables postal authorities, commercial mailers and media companies around the world to quickly go to market with a digital post offering.

Natural Evolution of Postal Mail to Digital Marketplace

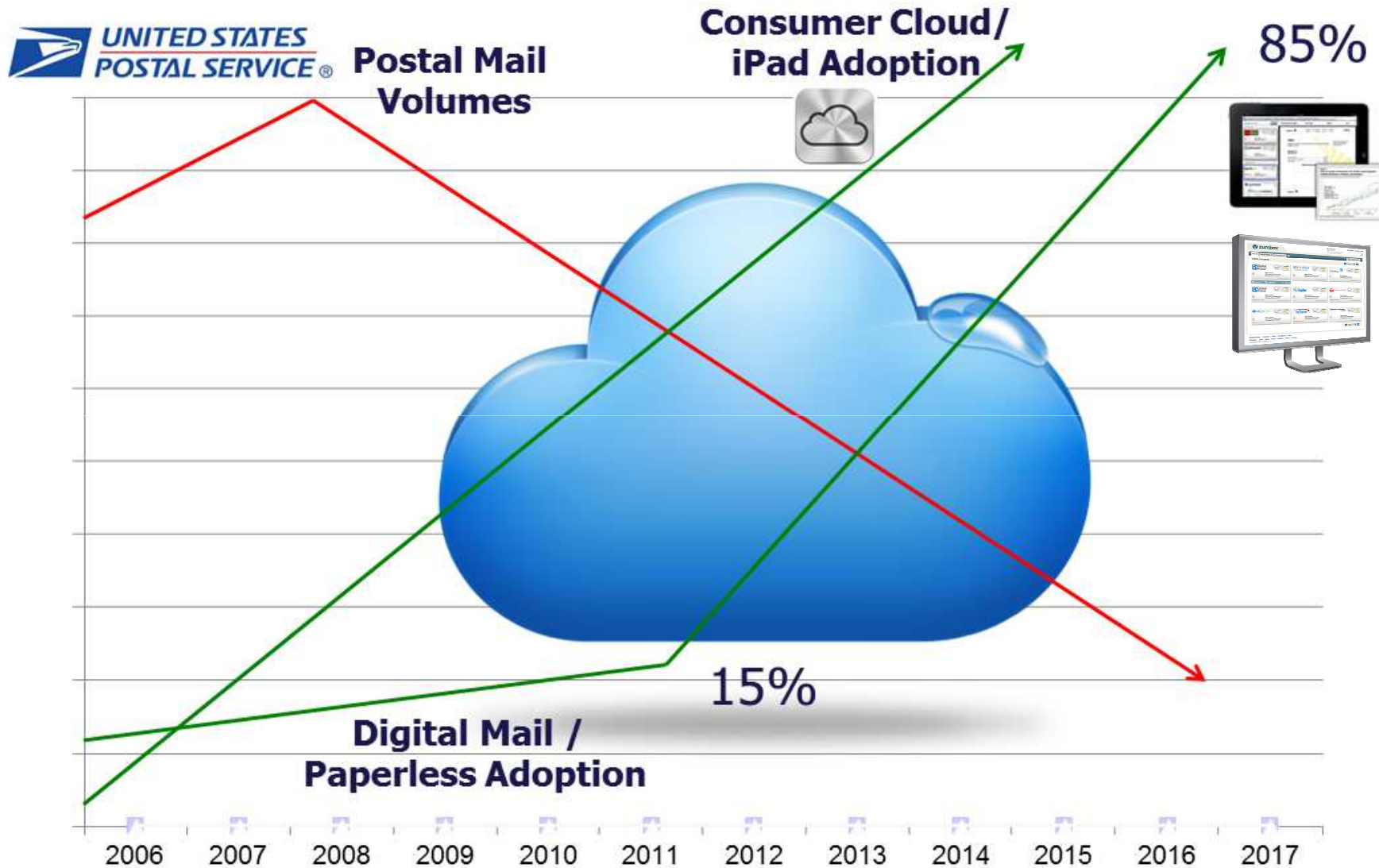


Consumer Movement To The Cloud



"It was much nicer before people started storing all their personal information in the cloud."

Postal Mail and HH Archive Move to the Cloud



Transactional Mail Recipient Experience

The screenshot displays the Zumbox web interface for a user. At the top, the Zumbox logo is on the left, and contact information (4308 Camino De La Rosa, Newbury Park, CA 91320) and navigation links (My Settings, Sign Out, Help) are on the right. Below the header, there are tabs for 'View Mail (11)', 'News & Media', 'Send Mail', and 'Mail I've Sent'. A secondary row of tabs includes 'Mail (5)', 'Special Offers (4)', 'Taxes (2)', and 'Discarded Items'. The main content area shows a list of mail items, each with a sender logo, a postage stamp, and recipient information. A mouse cursor is pointing at the 'Open it' button for the first item. An iPad is overlaid on the right side, showing a mobile view of a Sprint bill and a line graph. The graph, titled 'Exhibit 2: iPad on pace to become one of the most popular mobile devices in history, we believe', shows cumulative shipments over time for various devices.

Digital Postal Mail Is An Extension Of Every Mailer's Online Strategies

The screenshot shows a digital postal mail bill from Quanticom. At the top, it identifies the sender as Quanticom and provides account details for Dave Smith, including the account number 818 555-1212 123 1 and the billing date of Dec 7, 2010. The bill includes a 'Bill-At-A-Glance' section with a table of charges and payments, and a 'Billing Summary' section listing various services and their costs. A 'Total Amount Due' of \$197.07 is highlighted. Below the bill, there is a 'Customer Care' microsite with sections for 'Contact Us', 'Manage Service', and 'Upgrade Service'. The microsite is highlighted with a green border.

Item	Amount
Previous Bill	192.44
Payment Received 12-07 Thank you!	192.44 CR
Adjustments	.00
Balance	.00
Current Charges	197.07
Total Amount Due	\$197.07
Amount Due in Full by	Jan 7, 2011
Amount if Paid After Jan 10, 2011	203.51

Service	Amount
Plans and Services	49.19
Internet Services	38.00
Wireless Services	109.88
Total Current Charges	197.07

- Zumbox is safe and secure
- Closed system that is centrally controlled and managed
- Provides bank-level data security
- A safe system of known, verified senders and recipients
- Zumbox is compliant with strict security standards
 - PCI-DSS (Payment Card Industry Data Security Standard)
 - HIPAA (Health Insurance Portability and Accountability Act)
 - BITS (Banking Industry Technology Secretariat)



Proxy Voting And Other Interactive Actions

The screenshot displays the Zumbbox web interface. At the top, the Zumbbox logo is on the left, and user information for Dave Smith is on the right. Below the header, there are navigation tabs for 'View Mail (6)', 'Send Mail', 'Mail I've Sent', and 'My Settings'. A secondary navigation bar includes 'Back to Mail', 'This sender' (with buttons for 'Paperless Please', 'Block', and 'View Details'), and a 'Vote Now' button circled in yellow. Other buttons include 'Organize', 'Print', and 'Discard'. Below this is a toolbar with 'View Full Screen', 'Fit Width', 'Fit Page', a zoom slider set to 120%, 'Page 1 / 7', 'Prev', 'Next', and 'Save as PDF' buttons. The main content area shows a proxy form for Lenovo Group Limited, titled 'PROXY FORM FOR USE BY HOLDERS OF VOTING ORDINARY SHARES AT THE EXTRAORDINARY GENERAL MEETING'. The form includes fields for the user's name and address, and a paragraph of text appointing the user as a proxy for the meeting on March 17, 2008. The footer contains copyright information for Zumbbox, Inc. and a list of links: Home, Businesses, Developers, About Us, Contact Us, Blog, Site Map, Privacy, and Terms.

Secure, Interactive Two Way Forms For Applications And Other Document Collection

zumbox™ Zumbox for: dave elkins (delkins); 6892 Timber Hollow Ln Moorpark, CA 93021 My Settings | Sign Out | Help

« Back to Documents

This sender Paperless Please Block View Details Organize Print Discard

1 / 1 87.9% Comment Share

Please fill out the following form. You can save data typed into this form. Highlight Existing Fields

Can I save my form with the data I entered?

- If you have Acrobat, not just the Adobe Reader, you can use the [typewriter tool](#) to add text to the form.
- If you have Adobe Acrobat you can save the form data—simply save the document. If you are using the free Adobe Reader it will depend on whether the creator of your form enabled the form for saving form data. The purple document message bar will say: "You can save data typed into this form" if saving has been enabled.

GLOBAL ELECTRONICS

HUMAN RESOURCES MANAGEMENT SYSTEM

NAME

Elkins
LAST
David
FIRST
s
MIDDLE SUFFIX PREFIX

ADDRESS

6892 Timber Hollow Ln
STREET
Moorpark CA 93021
CITY STATE ZIP

TELEPHONE

555-1212 HOME 555-1313 WORK

EMERGENCY CONTACT INFORMATION

PHONE NAME RELATIONSHIP

SOCIAL SECURITY NO. (MANDATORY)

SEX **DATE OF BIRTH**

MALE FEMALE MONTH/DAY/YEAR

EDUCATION (HIGHEST LEVEL AND YEAR)

HIGH SCHOOL DIPLOMA
 TRADE CERTIFICATE
 COLLEGE - NO DEGREE
 ASSOCIATE'S DEGREE
 BACHELOR'S DEGREE
 MASTER'S DEGREE
 PROFESSIONAL DEGREE
 PH.D.
 OTHER DOCTORATE

EMPLOYEE SIGNATURE

SUBMIT FORM **PRINT FORM**

We Have Found That For Mailers, Address Dominates Relationships

Physical Addresses and PUSH Are Keys to Continuity in Customer Communications

- Most businesses have 100% of the physical addresses of customers and prospects
- Average business has emails for 18% of customers and many are bad
- Existing databases contain long history of information, demographics and context for customers and prospects based upon residential address
- Residential address provides geo-local context for managing customer and prospect relationships
- Address claim is only consumer setup required
- Comparisons to account aggregation model show order of magnitude of difference



Basic And Premium Marketing: You've Got Mail!

Premium Marketing & Communications



Mail Push Notification Service

Baseline Notification Marketing



Desktop Alerts



Email



Social Media



Mobile SMS Alerts



Apple Push Notification Service

Consumer Incentives Are Considerable When Consumers Must Be Lured Instead Of Driven

- Sweepstakes
- Green sustainability partnerships
- Non-Profit partnerships
- Consumers must be delighted with innovation or they move on to the next platform

WELCOME TO THE **zumbox** \$1,000,000 GIVEAWAY

ALMOST \$7 MILLION IN PRIZES!

Claim your Zumbox now to see if it contains

Complete the following or [Sign Up with Facebook](#) to enter the giveaway:

Enter Now and sign up for Zumbox—your postal mail organized online. It's Free!

Username:

Password:

Re-type Password:

E-mail:

I agree to the Zumbox Terms of Service and Privacy Policy.

SIGN UP NOW

HERE ARE JUST **SOME** OF THE **GREAT PRIZES!**

- 20 NISSAN LEAFs
- 6 \$1,000,000 CASH GIVEAWAYS*
- 40 APPLE iPADS
- 300+ AMAZON.com GIFT CARDS
- 14 LAPTOP COMPUTERS
- 8000+ COFFEE GIFT CARDS

RECEIVE, MANAGE AND STORE YOUR POSTAL MAIL ONLINE!

Every address in the United States has been assigned a Zumbox. All you have to do now to see if you're an instant winner is sign up and claim your Zumbox. It's a digital mailbox that lets you receive, manage and store your postal mail in one place online. It's secure, convenient and FREE. You can access your postal mail anytime, anywhere. View and pay bills from one location to reduce paper waste. [Learn More About Zumbox](#)

✓ Generate Net-New Paperless Customers

Digital Mail Consumers 2-3x More Likely to Give Up Paper

Sender	% On Zumbox Signup	% After 2 nd Billing Cycle
Comcast	49%	56%
AT&T	31%	55%
CenterPoint	51%	54%
AVERAGE	37%*	56%*

Initial Paperless Adoption Results Via Zumbox

In database review with major financial institution, 65% of overlap customers were not yet paperless

*Industry averages are 15-20%

Requires Integration With Many Commercial Providers; For Posts, Many Public / Private Partnerships



Current Digital Postal Mail Ecosystem

Large Billers & Mailers

Logos of Large Billers & Mailers:

- T-Mobile
- AT&T Wireless
- COSTCO
- CenterPoint Energy
- Time Warner Cable
- Alaska COMMUNICATIONS
- Sempra Energy
- Comcast
- GAS SOUTH
- COX
- verizon wireless
- SOUTHERN CALIFORNIA EDISON
- Washington Gas
- Los Angeles Department of Water & Power
- COBB EMC
- DAKOTA ELECTRIC ASSOCIATION

3rd Party Print Service Providers

Logos of 3rd Party Print Service Providers:

- DST OUTPUT
- KUBRA
- Computershare
- 3rd Infotech
- pci GROUP
- OBRIEN
- UnitedMail
- data palette

Technology Providers

Logos of Technology Providers:

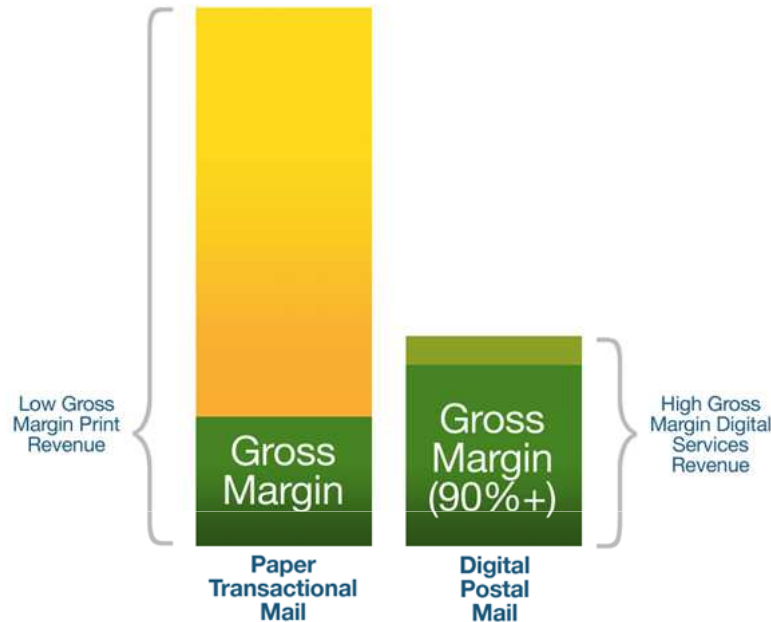
- RICOH InfoPrint Solutions
- iCloud
- PAGETECH
- Crawford Technologies

Municipals, Non-Profits & Marketers

Logos of Municipal, Non-Profits & Marketers:

- govDELIVERY
- American Red Cross
- MyPoints
- RecycleBank

Revenue & Gross Margin Shift For Enablers



- For print service providers and technology providers, a fundamental revenue shift:
 - High revenue, low margin for psp's moves to lower revenue, high gross margin with a net increase in revenues
 - For technology providers, a move from license or professional services to recurring subscription revenue

Closing

- The Consumer Is King
- On the Internet, consumers must be lured, not driven
- Absent postal monopolies, consumer behavior is a powerful driver
- Documents are not going away, though certain channels for delivering them are
- Transactional mail solutions treat real consumer pain points





zumbox

For more information,
please contact:

John Payne

CEO

john@zumbox.com
(310) 383-2497

Andy Jolls

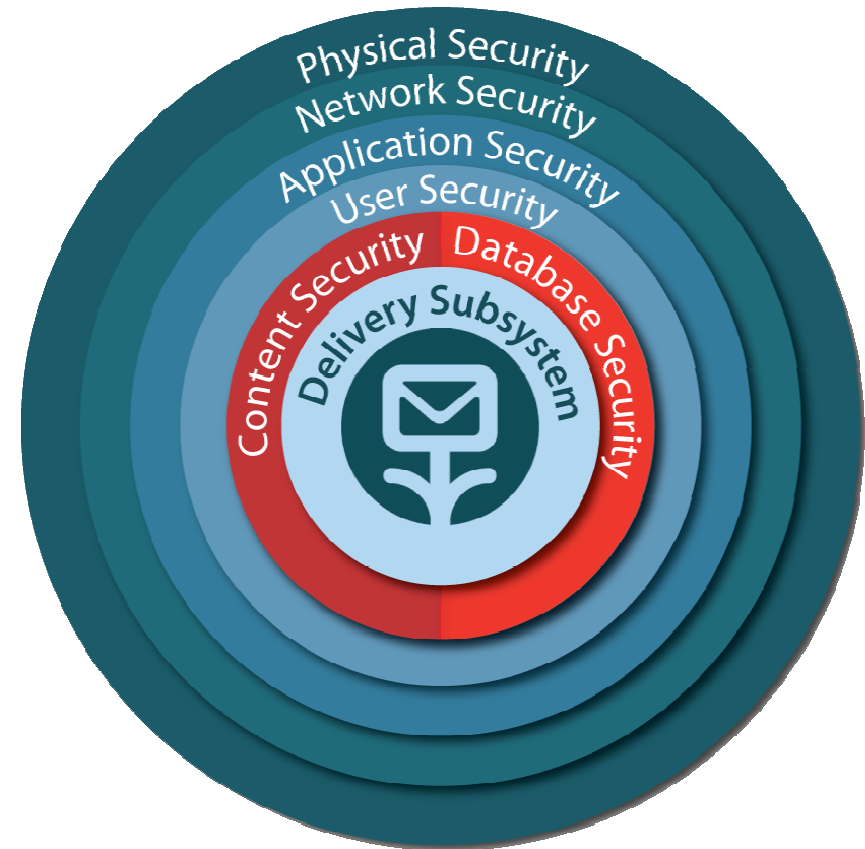
SVP/GM Consumer
Ajolls@zumbox.com

Email Has Failed To Solve The Problem:

Considerations	DPM	Email
Secure, closed white list system with no spam or phishing possible	√	No
Known, trusted senders and recipients with mail traffic certified and fully controlled	√	No
Central archive of documents	√	No, points to remote websites
Delivers documents automatically	√	No, alerts to document availability at websites
Security (from identity theft risk)	√	No
Document filing system created and backed up automatically and sorted by mailer	√	No
Automatic reminders , reporting, archival filing and search	√	No
Safe to click on links and attachments	√	No

Private, Secure And Compliance Tested

- Zumbox is safe and secure with no phishing, spam or malware
- Closed system that is centrally controlled and managed
- Provides bank-level data security
- Known, authenticated senders and verified recipients of mail
- Best practices preclude email as a delivery channel
- Zumbox is compliant with strict security standards



BITS

