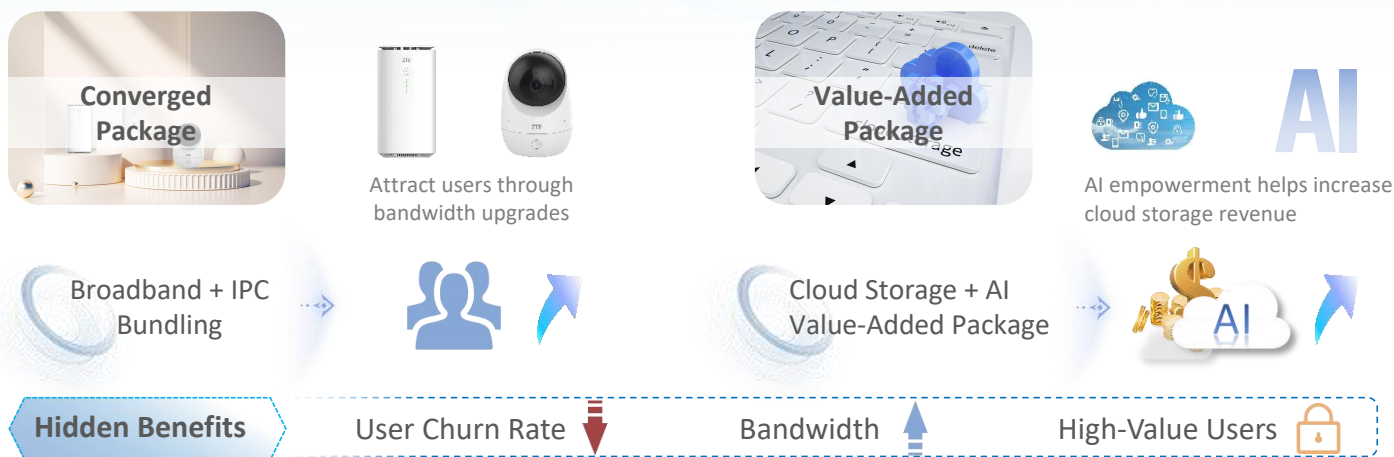


Business Model of Home Security Cameras

Two Business Models to Drive New Service Commercialization and Revenue Growth



Bundled Marketing to Achieve Rapid User Growth and Long-term Revenue Improvement



Binding Service with FMC

Driving growth in broadband services

40%+
BB Expansion

9% ARPU
Increased

80M IPC
Connected

Package Bound for two years	Packages					Cloud Storage
	Voice	SIM	Data	BB	IPC	
\$20/month-Anhui	500mins	1+2	30G	1G	400MP	7 days
\$28/month-Guangdong	1400mins	1+3	120G	1G	400MP	7 days

Cloud Storage Upgrade

Basic	Premium	Exclusive	Family Sharing
Free	1.4\$	3.6\$	5.6\$



Binding Cloud Storage with BB

Huge BB base drives rapid growth of IPC

50%
Storage Users

2\$ ARPU
Increased

600K IPC
User/Year

CAMERA IN NHÀ HC2 690.000 VND	EXTERNAL CAMERA T... 990.000 VND	HC23 INDOOR CAMERA Free	HC33 OUTDOOR CAMERA 12\$
27\$	39\$	Free	12\$

Bandwidth	/	7days	15days	30days
/	/	1.57\$	2.36\$	3.54\$
200M	6.49\$	8.07\$	8.85\$	10.03\$
250M	7.08\$	8.66\$	9.44\$	10.62\$
250M+Mesh	8.26\$	9.84\$	10.62\$	11.8\$



Add-on Package with BB

Long-term binding of BB users increases stickiness

100%
Storage Users

3\$ ARPU
Increased

8K IPC
User/Month



3BB user + Free IPC device + 24 months binding + 7 days Cloud storage 3\$/mo

Business Model of Home Security Cameras

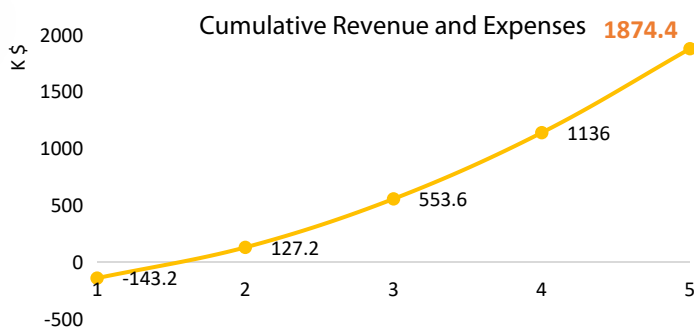
Self-Operated Cloud Platforms Are Operators' Ultimate Choice for IPC Business



High Profit in Converged Package and Self-Operated Platform Business Models

Expenses	Revenue
265,600 \$	1740,000 \$
800,000 \$	1000,000 \$

Note: 10,000 users/year, 50% cloud storage(2\$/mo.) rate



Package Example: The Dual Advantages of Package and O&M Surpass Retailers

Internet1	Internet1_Cam
100Mbps internet Wi-Fi 6 modem	100Mbps internet Wi-Fi 6 modem + camera 3 days cloud storage
\$ 27.9 per month	\$ 29.9 per month

Operator Market

- ✓ Free device usage
- ✓ On-site installation service
- ✓ 7*24h prompt after-sales support
- ✓ One APP management
- ✓ Free replacement for non-human-damaged

Retail Market

- × Self-installation
- × Slow after-sales response
- × Cloud storage available at extra cost
- × Separate APP