

# Sharia Compliant Investment Program for Telecoms



A Zakat-based investment plan tied to mobile phone usage

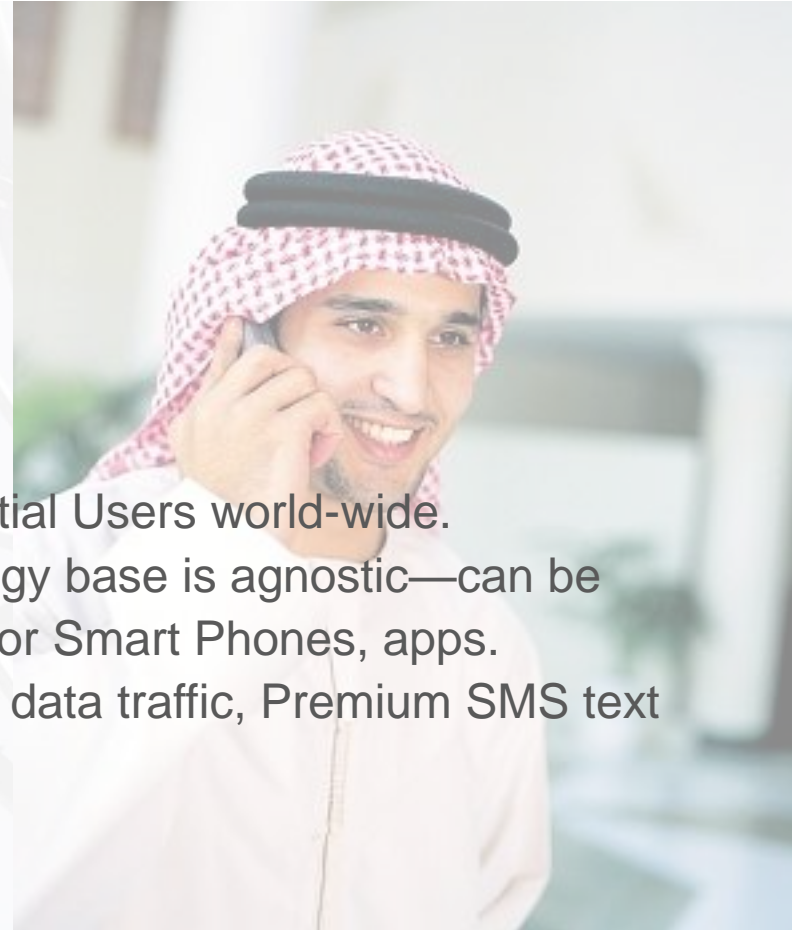
***The Gift that Keeps Giving***



## Making the case - Sharia investment plan

### Major Benefits for MNOs

- Effective from day 1
- No distribution or set-up costs
- Focus on Islamic subscribers; 1.5 Billion Potential Users world-wide.
- Can be used with no restrictions. The Technology base is agnostic—can be used together with both Islamic SIM Cards and/or Smart Phones, apps.
- Can work with Premium Islamic content; voice, data traffic, Premium SMS text capture service for both voice and data
- Increases user loyalty
- Increases ARPU
- Easy Integration with the MNO's billing server
- Targets Prepaid card users
- Zakat (charity) built into the program for Sharia Compliance





## Major Benefits for Users

1. Engage with the Program and earn free air time!
2. Zakat built into each transaction!
3. As Hardware or Application, can be used with:
  - Smart Phones
  - Feature Phones
  - Tablets
4. As an Application, can be used with:
  - Voice Traffic
  - Data Traffic
5. Superb product for enhancing prepaid service, which is 75% of a huge overall market.





## Islamic SIM Card Sharia Compliant Investment Program with Zakat

The telecom business provides a powerful medium to capture micro-payments through customer usage.

The **Sharia Compliant Investment Program with Zakat** improves customer loyalty by adding value to the mobile experience.

The Program increases company revenues through a recurring investment program tied to customer traffic, allowing the MNO to return to customers free air time from ongoing investment profits.







## Islamic SIM Card Sharia Compliant Investment Program with Zakat

Available with both Islamic SIM cards and regular smart phone applications, this program provides the Telecom (MNO) with a compelling strategy to:

- Increase customer traffic and improve customer loyalty using a Sharia Compliant investment scheme.
- The program helps Zakat-based principles of “*ethical through giving*” by each subscriber.





## Profit Projections

The following section highlights the benefits of our program, using a flexible spreadsheet that allows users to change variables for different outcomes. For purposes of this simplified presentation, we highlight important parts of the program, and lead viewers through several important variables to study the program in greater depth. Attached to the Powerpoint presentation is a stand-alone Excel file that allows users to modify variables to fit their unique business model.



## Islamic SIM Card Sharia Compliant Investment Program with Zakat

### The Gift that Keeps Giving

An MNO Islamic Investment Program with Zakat: The Ethical Program For Adding Air Time and Increasing Customer Loyalty

**The program enjoys the following advantages:**

- Added customer satisfaction through an investment program that rebates investment profits with added air time
- Increased revenues and profitability to the MNO.
- Customer interest leading to increased usage and growth in the MNO's subscriber base
- Greater long term customer loyalty—a lower “churning” rate at the MNO
- An Ethically based Sharia Compliant Investment Program that is global, diversified, and consistent with the strictest interpretation of Islamic Law. Certified and audited by the Sharia Review Bureau (SRB) and based in the GCC, SRB is a leading independent provider of Sharia Solutions for the investment community and related products.



**\*Zakat—ethical giving—is built into the investment program, giving each subscriber a means to support Islamic charities with each communication\***

\* Zakat is one of the pillars of Islam, discussed in both the Qur'an and the Hadith literature. It is the practice of charitable giving by Muslims based on wealth, and is an obligation for all who are able to do so. The giving of the Zakat is considered a means of purifying one's wealth and soul through redistributing wealth with a particular interest in the poor and dispossessed. It is considered to be a personal responsibility for Muslims to ease economic hardship for others and eliminate inequality.

Conservative estimates of annual Zakat is estimated to be 15 times the total of all global humanitarian aid contributions.



## The Process--Step by Step

**The MNO deducts small, recurring micro-payment from customers on the ordinary telecom they receive, based on one or more of the following:**

- **Monthly, recurring payments from the MNO's billing system**
- **Per use – for text messages**
- **Prepaid Cards-flat fee from each prepaid card**
- **Set Annual Amount – example: \$1-2 USD, or a fixed percentage, per annum**

✧ At the end of each month, the MNO invests monthly micro-payments into the Sharia Compliant Investment Program for each subscriber. By matching each monthly payment to a customer ID in our system, we track and invest these micro-payments in a diversified, global Sharia Compliant investment fund with monthly liquidity.



## The Process--Step by Step

**The MNO deducts small, recurring micro-payment from customers on the ordinary telecom they receive, based on one or more of the following:**

- ✧ Starting in month 12, and each quarter thereafter, we return net profits in the investment program to the MNO. The MNO returns profits from the investment to the customer in the form of additional air time/phone upgrade, etc..
- ✧ The program continues each month thereafter, with quarterly recurring investments, and payments returned to the telecom based on a choice/combination of profits and principal investment (to be determined by the MNO).
- ✧ Zakat is deducted automatically on behalf of each customer, each year, based on capital gains, and delivered to the MNO's designated regional Zakat Charity Authority.

## Assumptions—customer base

# How does the program work?

starting users 5,000,000				charge/year (\$) 1.50		Fee schedule		yearly		quarterly		% from the Net assets used for Free Airtime (yrs 1-3)				Mar.11,2014	
% increase per month for 1st yr 3.0%				charge/month (\$) 0.1250		MNO 0.75%		0.1875%				(not subtracted from Net assets)					
% increase per month for 2nd yr 1.0%						ISIM producer 0.50%		0.1250%				year 1 100%					
% increase per month for 3rd yr 0.0%						Aegis/Y.H. 1.25%		0.3125%				year 2 85%					
% increase per month for 4th yr 0.0%												year 3 43%					
% increase per month for 5th yr -1.0%						Aegis (Performance fees) 20.0%						year 4 31%					
						investment return 7.0%		monthly 0.583%				Capital withdrawn by 3%				cents per minute 10.0	
Zakaat (yearly) 2.50%												(Additional Philanthropy)					



# How does the program work?

starting users 5,000,000				charge/year (\$) 1.50		charge/month (\$) 0,1250		Fee schedule		yearly 0.75% 0.1875%		quarterly 0.50% 0.1250%		1.25% 0.3125%		% from the Net assets used for Free Airtime (yrs 1-3) (not subtracted from Net assets)		year 1 100%		year 2 85%		year 3 43%		year 4 31%		year 5 23%		Capital withdrawn by 3% (Additional Philanthropy)		investment return 7.0% monthly 0.583%		Zakaat (yearly) 2.50%		Mar.11,2014		cents per minute 10.0	
Zakaat (yearly)				For Free Airtime from the profits (just calculated)		MNO		ISIM producer		Aegis/Y.H.		Total fees from the profits (given back)		Tot.fees+User bonus (when given back)		Capital withdrawn by MNO		Amount from the Net assets used for Free Airtime		Net assets		Free Airtime from Net assets + profits		\$ per user (2 month lag)		airtime minutes per user											
Months	Users	Fee Pool (FP)	FP+profits	Profits	Zakaat	Aegis(perf)	MNO	ISIM producer	Aegis/Y.H.	Total fees (w/out user bonus)	For Free Airtime from the profits (given back)	Tot.fees+User bonus (when given back)	Capital withdrawn by MNO	Amount from the Net assets used for Free Airtime	Net assets	Free Airtime from Net assets + profits	\$ per user (2 month lag)	airtime minutes per user																			
1	5,000,000	625,000	628,845	3,846						0	0	0			628,846																						
2	5,150,000	1,272,396	1,279,818	7,422						0	0	0			1,279,818																						
3	5,304,500	1,942,881	1,954,214	11,333	4,480	17,921	3,654	2,443	6,107	16,694	16,694	16,694			1,937,520																						
4	5,463,635	2,620,474	2,635,760	15,286						0	0	0			2,635,760																						
5	5,627,544	3,339,203	3,358,682	19,479						0	0	0			3,358,682																						
6	5,796,370	4,083,228	4,107,047	23,819	11,717	46,867	7,701	5,134	12,835	37,386	37,386	37,386			4,069,661																						
7	5,970,261	4,815,944	4,844,037	28,093						0	0	0			4,844,037																						
8	6,149,369	5,612,708	5,645,449	32,741						0	0	0			5,645,449																						
9	6,333,850	6,437,180	6,474,731	37,550	19,677	78,707	12,140	8,093	20,234	60,144	60,144	60,144			6,414,587																						
10	6,523,866	7,230,070	7,272,245	42,175						0	0	0			7,272,245																						
11	6,719,582	8,112,193	8,159,514	47,321						0	months 3,6	0			8,159,514																						
12	6,921,169	9,024,680	9,077,304	52,644	8,038	28,428	105,675	17,020	11,347	28,367	93,199	64,788	157,987	267,580	8,919,317	8,919,317	8,964,105	1,55	15,5																		
13	6,990,381	9,793,115	9,850,241	57,127						0	0	0			9,850,241																						
14	7,060,285	10,465,197	10,526,244	61,047						0	0	0			10,526,244																						
15	7,130,888	11,417,605	11,484,208	66,603	36,955	147,821	21,533	14,355	35,888	108,732	108,732	108,732			11,375,476																						
16	7,202,197	12,275,751	12,347,380	71,809						0	0	0			12,347,380																						
17	7,274,219	13,127,935	13,200,962	77,023						0	0	0			13,200,962																						
18	7,346,961	13,979,155	14,053,985	82,261						0	0	0			14,053,985																						
19	7,420,430	14,830,365	14,906,295	87,511						0	0	0			14,906,295																						
20	7,494,635	15,681,565	15,758,595	92,761						0	0	0			15,758,595																						
21	7,569,581	16,532,765	16,610,015	98,011						0	0	0			16,610,015																						
22	7,645,277	17,383,965	17,461,215	103,261						0	0	0			17,461,215																						
23	7,721,730	18,235,165	18,313,415	108,511						0	months 9,12,15,18	0			18,313,415																						
24	7,798,947	19,086,365	19,164,615	113,761	25,873	67,059	242,365	32,174	25,449	63,623	220,177	517,885	738,042	588,635	12,753,757	12,753,757	13,271,622	1,81	18,1																		
25	7,798,947	20,241,133	20,359,207	118,073						0	0	0			19,621,165																						
26	7,798,947	20,596,033	20,716,177	120,144						0	0	0			20,127,542																						
27	7,798,947	21,102,410	21,225,508	123,097						0	0	0			21,225,508																						
28	7,798,947	22,200,376	22,323,673	125,502	74,549	298,194	41,889	27,912	69,781	214,110	214,110	214,110			22,115,768																						
29	7,798,947	23,090,638	23,225,331	134,695						0	0	0			23,225,331																						
30	7,798,947	24,200,200	24,341,368	141,168						0	0	0			24,341,368																						
31	7,798,947	25,316,238	25,463,914	147,678	84,708	338,833	47,745	31,830	79,575	243,858	243,858	243,858			25,220,058																						
32	7,798,947	26,194,925	26,347,728	152,804						0	0	0			26,347,728																						
33	7,798,947	27,322,597	27,481,979	159,382						0	0	0			27,481,979																						
34	7,798,947	28,456,847	28,622,845	165,998	95,637	382,547	53,668	35,779	89,446	274,530	274,530	274,530			28,348,316																						
35	7,798,947	29,323,184	29,494,236	171,052						0	0	0			29,494,236																						
36	7,798,947	30,469,104	30,646,841	177,736						0	months 21,24,27,30	0			30,646,841																						
37	7,798,947	31,621,709	31,806,169	184,480	45,193	106,650	381,406	59,637	39,756	99,394	350,631	1,105,593	1,458,225	910,498	13,050,476	13,050,476	14,156,070	1,82	18,2																		
38	7,798,947	31,324,813	31,507,541	182,727						0	0	0			30,597,043																						
39	7,798,947	31,571,911	31,756,080	184,169						0	0	0			31,756,080																						
40	7,798,947	32,730,949	32,921,879	190,931	111,566	446,262	61,729	41,152	102,881	317,327	317,327	317,327			32,604,552																						
41	7,798,947	33,579,420	33,775,300	195,880						0	0	0			33,775,300																						
42	7,798,947	34,750,169	34,952,878	202,709						0	0	0			34,952,878																						
43	7,798,947	35,927,746	36,137,325	209,579	121,634	486,534	67,757	45,172	112,929	347,492	347,492	347,492			35,789,833																						
44	7,798,947	36,764,701	36,979,162	214,461						0	0	0			36,979,162																						
45	7,798,947	37,954,030	38,175,429	221,399						0	0	0			38,175,429																						
46	7,798,947	39,150,297	39,378,674	228,377	132,847	531,389	73,835	49,223	123,058	378,964	378,964	378,964			38,999,710																						
47	7,798,947	39,974,579	40,207,764	233,185						0	0	0			40,207,764																						
48	7,798,947	41,182,632	41,422,864	240,232						0	months 33,36,39,42	0			41,422,864																						
49	7,798,947	42,397,732	42,645,052	247,320	83,774	144,147	512,816	79,959	53,306	133,266	474,453	1,696,749	2,171,203	1,214,215	12,548,893	12,548,893	14,243,643	1,83	18,3																		
50	7,798,947	43,621,950	43,873,578	254,628						0	0	0			40,466,481																						
51	7,798,947	44,846,168	45,102,196	261,028	146,382	585,529	80,359	53,573	133,931	414,245	414,245	414,245			41,683,578																						
52	7,798,947	46,070,411	46,330,834	267,423						0	0	0			42,900,762																						
53	7,798,947	47,294,654	47,560,277	273,623						0	0	0			44,117,955																						
54	7,798,947	48,518,897	48,789,619	279,722						0	0	0			45,335,148																						
55	7,798,947	49,743,140	49,999,954	285,814						0	0	0			46,552,341																						
56	7,798,947	50,967,383	51,229,886	291,906						0	0	0			47,769,534																						
57	7,798,947	52,191,626	52,459,729	298,103						0	0	0			48,986,727																						
58	7,798,947	53,415,869	53,684,572	304,300						0	0	0			50,203,920																						
59	7,798,947	54,640,112	54,909,815	310,497						0	months 45,48,51,54	0			51,421,113																						
60	7,798,947	55,864,355	56,134,658	316,694						0	0	0			52,638,306																						
61	7,798,947	57,088,598	57,359,901	322,891						0	0	0			53,855,499																						
62	7,798,947	58,312,841	58,584,144	329,088						0	0	0			55,072,692																						
63	7,798,947	59,537,084	59,808,387	335,285					</																												



# How does the program work?

starting users 5,000,000				charge/year (\$) 1.50		charge/month (\$) 0.1250		Fee schedule		yearly		quarterly		% from the Net assets used for Free Airtime (yrs 1-3)		(not subtracted from Net assets)		year 1 100%		year 2 85%		year 3 43%		year 4 31%		year 5 23%		Capital withdrawn by 3% (Additional Philanthropy)		cents per minute 10.0		Mar.11,2014			
% increase per month for 1st yr 3.0%				3.0%				MNO 0.75%				0.1875%																							
% increase per month for 2nd yr 1.0%				1.0%				ISIM producer 0.50%				0.1250%																							
% increase per month for 3rd yr 0.0%				0.0%				Aegis/Y.H. 1.25%				0.3125%																							
% increase per month for 4th yr 0.0%				0.0%																															
% increase per month for 5th yr -1.0%				-1.0%																															
Zakaat (yearly) 2.50%								Aegis (Performance fees) 20.0%																											
								investment return 7.0%				monthly 0.583%																							
												</																							

## Assumption—Portfolio Returns

The investment program generates an annualized return of 7%, before fees

# How does the program work?

starting users 5,000,000				charge/year 1.50		Fee schedule		yearly quarterly		% from the net assets used for Free Airtime (yrs 1-3)				Mar.11,2014	
% increase per month for 1st yr 3.0%				charge/month 0.1250		MNO 0.75%		0.1875%		(not subtracted from Net assets)					
% increase per month for 2nd yr 1.0%						ISIM producer 0.50%		0.1250%		year 1 100%					
% increase per month for 3rd yr 0.0%						Aegis/Y.H. 1.25%		0.3125%		year 2 85%					
% increase per month for 4th yr 0.0%										year 3 43%					
% increase per month for 5th yr -1.0%						Aegis (Performance fees) 20.0%				year 4 31%					
										year 5 23%					
Zakat (yearly) 2.50%						investment return 7.0%		monthly 0.583%		Capital withdrawn by 3%				cents per minute 10.0	
										(Additional Philanthropy)					

## Assumptions—charge per year/per user

For Each subscriber, the MNO directs into the Sharia Compliant Investment Scheme an average of \$1.50 USD per year, derived from charges on Telecom services provided on

- Islamic content
- Premium SMS flow
- Voice/Data traffic
- 1 min Rounding charges

# How does the program work?

starting users 5,000,000				charge/year (\$) 1.50		Fee schedule		yearly		quarterly		% from the Net assets used for Free Airtime (yrs 1-3) (not subtracted from Net assets)				Mar.11,2014	
% increase per month for 1st yr 3.0%				charge/month (\$) 0.1250		MNO 0.75%		0.75%		0.1875%		year 1 100%				cents per minute 10.0	
% increase per month for 2nd yr 1.0%						ISIM producer 0.50%		0.50%		0.1250%		year 2 85%					
% increase per month for 3rd yr 0.0%						Aegis/Y.H. 1.25%		1.25%		0.3125%		year 3 43%					
% increase per month for 4th yr 0.0%						Aegis (Performance fees) 20.0%		20.0%				year 4 31%					
% increase per month for 5th yr -1.0%						investment return 7.0%		7.0%		monthly 0.583%		year 5 23%					
Zakaat (yearly) 2.50%																	
				For Free Airtime from the profits (Just calculated)		MNO		ISIM producer		Aegis/Y.H.		Total fees (w/out user bonus)		Capital withdrawn by MNO		Free Airtime from Net assets + profits	

## Portfolio Fees

Fees to manage the portfolio are 2.5% per year; Fees for performance are 20% the MNO and the plan's associated content/service producers participate in the ongoing management fee revenues.



**Assumptions—Zakat**

Each year, we pay the Zakat, a Charitable Obligation, totaling 2.5% of net profits



# How does the program work?

starting users				5,000,000	charge/year (\$)	1.50	Fee schedule				% from the net assets used for Free Airtime (yrs 1-3)		Capital withdrawn by		Amount from the net assets used for Free Airtime		Free Airtime from Net assets + profits		cents per minute		Mar.11,2014		
% increase per month for 1st yr				3.0%	charge/month (\$)				0,1250	yearly				year 1		year 1		100%					
% increase per month for 2nd yr				1.0%						quarterly				year 2		year 2		85%					
% increase per month for 3rd yr				0.0%						MNO				year 3		year 3		43%					
% increase per month for 4th yr				0.0%						ISIM producer				year 4		year 4		31%					
% increase per month for 5th yr				1.0%						Aegis/Y.H.				year 5		year 5		23%					
Zakaat (yearly)				2.50%					Aegis (Performance fees)				20.0%		Capital withdrawn by								
									investment return				7.0%		3%		(Additional Philanthropy)						
													monthly										
													0.583%										
													For Free Airtime										
													from the profits										
													(given back)										
													Total fees										
													(w/out user bonus)										
													Tot fees+User bonus										
													(when given back)										
													Capital withdrawn										
													by MNO										
													Amount from the										
													Net assets used										
													for Free Airtime										
													Net assets										
													Free Airtime from										
													Net assets +										
													profits										
													\$ per user										
													(2 month lag)										
													airtime minutes										
													per user										

The MNO can choose to return these accumulated assets to subscribers in the form of Free Air Time. On average, this translates to an additional 15-18 minutes of free Air Time each year.



# How does the program work?

starting users 5,000,000				charge/year (\$) 1.50		charge/month (\$) 0,1250		Fee schedule		yearly quarterly		% from the net assets used for Free Airtime (yrs 1-3) (not subtracted from Net assets)		Capital withdrawn by 3% (Additional Philanthropy)		year 1 100% year 2 85% year 3 43% year 4 31% year 5 23%		cents per minute 10.0		Mar.11,2014			
% increase per month for 1st yr 3.0%				3.0%				MNO 0.75%		0.1875%													
% increase per month for 2nd yr 1.0%				1.0%				ISIM producer 0.50%		0.1250%													
% increase per month for 3rd yr 0.0%				0.0%				Aegis/Y.H. 1.25%		0.3125%													
% increase per month for 4th yr 0.0%				0.0%																			
% increase per month for 5th yr -1.0%				-1.0%				Aegis (Performance fees) 20.0%															
Zakaat (yearly) 2.50%								investment return 7.0%		monthly 0.583%													
				For Free Airtime from the profits (just calculated)				MNO		ISIM producer		Aegis/Y.H.		Total fees (w/out user bonus)		Tot.fees+User bonus (when given back)		Capital withdrawn by MNO		Amount from the Net assets used for Free Airtime		Free Airtime from Net assets + profits	

As we see in this example, even as profits are rebated to the customer in additional air time, the MNO's stake grows substantially over time.

Forced micro-savings AND investment profits combine to ensure the MNO increases revenues over time. Importantly, the MNO can utilize some or all of the funds in the last column, if it so wishes, to increase the rebate to its subscribers. These assets are owned and controlled by the MNO, not the subscriber.

The granted air time rebates are returned back to the MNO as customers make use of them to communicate with their peers.



# How does the program work?

starting users 5,000,000				charge/year (\$) 1.50		charge/month (\$) 0.1250		<div>Fee schedule</div> <div>MNO 0.75% yearly, 0.1875% quarterly</div> <div>ISIM producer 0.50% yearly, 0.1250% quarterly</div> <div>Aegis/Y.H. 1.25% yearly, 0.3125% quarterly</div>				<div>% from the Net assets used for Free Airtime (yrs 1-3)</div> <div>(not subtracted from Net assets)</div> <div>year 1 100%</div> <div>year 2 85%</div> <div>year 3 43%</div> <div>year 4 31%</div> <div>year 5 23%</div>				Mar.11,2014					
<div>% increase per month for 1st yr 3.0%</div> <div>% increase per month for 2nd yr 1.0%</div> <div>% increase per month for 3rd yr 0.0%</div> <div>% increase per month for 4th yr 0.0%</div> <div>% increase per month for 5th yr -1.0%</div>				Zakaat (yearly) 2.50%		investment return 7.0% monthly, 0.583% quarterly		Capital withdrawn by 3% (Additional Philanthropy)				cents per minute 10.0									
				For Free Airtime from the profits (just calculated)		MNO ISIM producer Aegis/Y.H.		Total fees (w/out user bonus)		For Free Airtime from the profits (given back)		Capital withdrawn by MNO		Amount from the Net assets used for Free Airtime		Free Airtime from Net assets + profits		\$ per user (2 month lag)		airtime minutes per user	
1	5,000,000	625,000	628,845	3,846					0							628,846					
2	5,150,000	1,272,396	1,279,818	7,422					0							1,279,818					
3	5,304,500	1,942,881	1,954,214	11,333	4,480	17,921	3,684	2,443	6,107	16,694	16,694	16,694	16,694			1,937,520					
4	5,463,635	2,620,474	2,635,760	15,288						0						2,635,760					
5	5,627,544	3,339,203	3,358,682	19,479						0						3,358,682					
6	5,796,370	4,083,228	4,107,047	23,819	11,717	46,887	7,701	5,134	12,835	37,386	37,386	37,386	37,386			4,069,661					
7	5,970,261	4,815,944	4,844,037	28,093						0						4,844,037					
8	6,149,369	5,612,708	5,645,449	32,741						0						5,645,449					
9	6,333,850	6,437,180	6,474,731	37,550	19,677	78,707	12,140	8,093	20,234	60,144	60,144	60,144	60,144			6,414,587					
10	6,523,886	7,230,070	7,272,245	42,175						0						7,272,245					
11	6,719,582	8,112,193	8,159,514	47,321						0	months 3.6					8,159,514					
12	6,921,169	9,024,680	9,077,304	52,644	8,038	28,428	105,675	17,020	11,347	28,367	93,199	64,788	157,987	267,580	8,919,317	8,919,317	8,984,105	1.55	15.5		
13	6,990,381	9,793,115	9,850,241	57,127						0						9,850,241					
14	7,060,285	10,465,197	10,528,244	61,047						0						10,528,244					
15	7,130,888	11,117,605	11,184,208	66,803	36,555	147,621	21,533	14,355	35,888	108,732			108,732			11,375,478					
16	7,202,197	12,375,751	12,347,380	71,808						0						12,347,380					
17	7,274,219	14,232,337	14,333,970	81,633	46,416	185,662	28,674	11,919	44,798	136,012			136,012			13,333,967					
18	7,346,961	16,222,337	16,333,970	91,633						0						14,199,464					
19	7,420,430	17,922,337	18,033,970	101,633						0						15,215,259					
20	7,494,635	19,192,506	19,299,190	101,290	86,550	228,201	32,424	21,616	54,040	164,630			164,630			16,248,308					
21	7,569,581	20,924,135	21,030,719	101,584						0						17,128,185					
22	7,645,277	22,721,730	22,828,314	106,584						0						18,189,314					
23	7,721,730	24,584,135	24,690,719	106,584						0	months 21.24, 27.30					19,266,265					
24	7,798,947	26,512,193	26,599,707	116,073	45,873	87,059	342,365	38,174	25,449	63,623	220,177	517,865	738,042	588,635	12,753,757	19,621,165	13,271,622	1.81	18.1		
25	7,798,947	28,512,193	28,600,207	123,087						0						20,127,542					
26	7,798,947	30,512,193	30,600,207	123,087						0						21,225,508					
27	7,798,947	32,512,193	32,599,719	123,087	74,549	298,194	41,889	27,912	69,781	214,110			214,110			22,115,768					
28	7,798,947	34,512,193	34,600,207	123,087						0						23,225,331					
29	7,798,947	36,512,193	36,600,207	123,087						0						24,341,368					
30	7,798,947	38,512,193	38,600,207	123,087	84,708	338,833	47,745	31,830	79,575	243,858			243,858			25,220,056					
31	7,798,947	40,512,193	40,600,207	123,087						0						26,347,728					
32	7,798,947	42,512,193	42,600,207	123,087						0						27,481,979					
33	7,798,947	44,512,193	44,600,207	123,087						0						28,348,316					
34	7,798,947	46,512,193	46,600,207	123,087	95,637	382,547	53,668	35,779	89,446	274,530			274,530			29,494,236					
35	7,798,947	48,512,193	48,600,207	123,087						0						30,648,841					
36	7,798,947	50,512,193	50,600,207	123,087	45,193	106,650	381,406	59,637	39,756	99,394	350,631	1,105,593	1,458,225	910,498	13,050,476	30,349,945	14,156,070	1.82	18.2		
37	7,798,947	52,512,193	52,600,207	123,087						0						30,597,043					
38	7,798,947	54,512,193	54,600,207	123,087						0						31,756,080					
39	7,798,947	56,512,193	56,600,207	123,087						0						32,604,552					
40	7,798,947	58,512,193	58,600,207	123,087	111,566	446,262	61,729	41,152	102,881	317,327			317,327			33,775,300					
41	7,798,947	60,512,193	60,600,207	123,087						0						34,952,878					
42	7,798,947	62,512,193	62,600,207	123,087						0						35,789,833					
43	7,798,947	64,512,193	64,600,207	123,087	121,634	486,534	67,757	45,172	112,929	347,492			347,492			36,979,162					
44	7,798,947	66,512,193	66,600,207	123,087						0						38,175,429					
45	7,798,947	68,512,193	68,600,207	123,087						0						38,999,710					
46	7,798,947	70,512,193	70,600,207	123,087	132,847	531,389	73,835	49,223	123,058	378,964			378,964			40,207,764					
47	7,798,947	72,512,193	72,600,207	123,087						0						41,422,864					
48	7,798,947	74,512,193	74,600,207	123,087	63,774	144,147	512,816	79,959	53,306	133,266	474,453	1,696,749	2,171,203	1,214,215	12,548,893	40,473,850	14,243,643	1.83	18.3		
49	7,720,957	41,438,969	41,680,697	241,727						0						40,466,481					
50	7,643,746	41,421,950	41,683,578	241,628						0						41,683,578					
51	7,567,310	42,609,491	42,858,047	246,555	146,382	585,529	80,359	53,573	133,931	414,245			414,245			42,443,802					
52	7,491,637	43,380,257	43,633,308	253,051						0						43,633,308					
53	7,416,721	44,560,398	44,820,334	259,936						0						44,820,334					
54	7,342,554	45,738,153	46,004,995	266,806	155,959	623,834	86,259	57,506	143,765	443,490			443,490			45,561,469					
55	7,269,128	46,470,110	46,741,186	271,076						0						46,741,186					
56	7,196,437	47,640,741	47,918,645	277,904						0						47,918,645					
57	7,124,472	48,809,204	49,093,924	284,720	166,740	666,960	92,051	61,367	153,419	473,577			473,577			48,620,347					
58	7,053,228	49,502,001	49,790,762	288,762						0						49,790,762					
59	6,982,696	50,663,599	50,959,137	296,538						0	months 48.48, 51.84					50,959,137					
60	6,912,869	51,623,245	52,125,516	302,302	160,800	177,320	628,481	97,735	65,157	162,892	583,905	2,253,567	2,837,472	1,478,642	11,336,257	49,288,075	13,389,825	1.85	18.5		
				8,947,103	229,678	1,789,421	6,934,005	1,002,137	668,091	1,670,229	5,353,556	5,638,563	10,992,119	4,459,571							

In this example, at the end of year 5, the MNO has accumulated net assets of almost \$50 million, **after** paying out substantial free air time to its subscribers; and received almost \$9 million USD in profits; increasing his ARPU over his regular telecom traffic from the same sales volumes!



# How does the program work?

starting users 5,000,000				charge/year (\$) 1.50		charge/month (\$) 0.1250		Fee schedule		yearly 0.75% 0.1875%		quarterly 0.50% 0.1250%		1.25% 0.3125%		% from the net assets used for Free Airtime (yrs 1-3) (not subtracted from Net assets)		year 1 100%		year 2 85%		year 3 43%		year 4 31%		year 5 23%		Mar.11,2014									
% increase per month for 1st yr 3.0%				3.0%				Aegis (Performance fees) 20.0%		20.0%		monthly 7.0% 0.583%		Capital withdrawn by 3% (Additional Philanthropy)				cents per minute 10.0																			
Zakaat (yearly) 2.50%																																					
Users				Fee Pool (FP)		FP+profits		Profits		Zakaat		Aegis(perf)		For Free Airtime from the profits (just calculated)		MNO		ISIM producer		Aegis/Y.H.		Total fees from the profits (given back)		Tot.fees+User bonus (when given back)		Capital withdrawn by MNO		Amount from the Net assets used for Free Airtime		Net assets		Free Airtime from Net assets + profits		\$ per user (2 month lag)		airtime minutes per user	
1	5,000,000	625,000	628,646	3,646																																	
2	5,150,000	1,272,396	1,279,818	7,422																																	
3	5,304,500	1,942,881	1,954,214	11,333																																	
4	5,463,635	2,620,474	2,635,760	15,286																																	
5	5,627,544	3,339,203	3,358,682	19,479																																	
6	5,796,370	4,083,228	4,107,047	23,819																																	
7	5,970,261	4,815,944	4,844,037	28,093																																	
8	6,149,369	5,612,708	5,645,449	32,741																																	
9	6,333,850	6,437,180	6,474,731	37,550																																	
10	6,523,866	7,230,070	7,272,245	42,175																																	
11	6,719,582	8,112,193	8,159,514	47,321																																	
12	6,921,169	9,024,660	9,077,304	52,644	8,038	28,428	105,675	17,020	11,347	28,367	93,199	64,788	157,987	267,580	8,919,317	8,919,317	8,984,105	1.55	15.5																		
13	6,990,381	9,793,115	9,850,241	57,127																																	
14	7,060,285	10,465,197	10,526,244	61,047																																	
15	7,130,888	11,141,605	11,201,567	65,000																																	
16	7,202,197	12,275,751	12,341,500	65,303																																	
17	7,274,219	13,256,637	13,322,567	65,948																																	
18	7,346,961	14,252,337	14,318,267	65,906																																	
19	7,420,430	15,127,019	15,215,259	88,241																																	
20	7,494,635	16,152,088	16,240,308	88,220																																	
21	7,569,581	17,192,508	17,280,728	88,220																																	
22	7,645,277	18,083,825	18,189,314	105,489																																	
23	7,721,730	19,154,830	19,266,265	111,735																																	
24	7,798,947	20,241,133	20,359,207	118,073	25,873	67,059	242,365	38,174	25,449	63,623	220,177	517,865	738,042	588,635	12,753,757	12,753,757	13,271,622	1.81	18.1																		
25	7,798,947	20,596,033	20,716,177	120,144																																	
26	7,798,947	21,102,410	21,225,508	123,097																																	
27	7,798,947	22,200,376	22,329,878	129,502	74,549	298,194		41,889	27,912	69,781	214,110	214,110																									
28	7,798,947	23,090,636	23,225,331	134,695																																	
29	7,798,947	24,000,200	24,341,368	141,168																																	
30	7,798,947	25,316,236	25,463,914	147,678	84,708	338,833		47,745	31,830	79,575	243,858	243,858																									
31	7,798,947	26,194,925	26,347,728	152,804																																	
32	7,798,947	27,322,597	27,481,979	159,382																																	
33	7,798,947	28,456,847	28,622,845	165,998	95,637	382,547		53,668	35,779	89,446	274,530	274,530																									
34	7,798,947	29,323,184	29,494,236	171,052																																	
35	7,798,947	30,469,104	30,646,841	177,736																																	
36	7,798,947	31,621,709	31,806,169	184,460	45,193	106,650	381,406	59,637	39,756	99,394	350,631	1,105,593	1,456,225	910,498	13,050,476	13,050,476	14,156,070	1.82	18.2																		
37	7,798,947	31,324,813	31,507,541	182,728																																	
38	7,798,947	31,571,911	31,756,080	184,169																																	
39	7,798,947	32,730,949	32,921,879	190,931																																	
40	7,798,947	33,579,420	33,775,300	195,880																																	
41	7,798,947	34,750,169	34,952,878	202,709																																	
42	7,798,947	35,927,746	36,137,325	209,579	121,634	486,534		67,757	45,172	112,929	347,492	347,492																									
43	7,798,947	36,764,701	36,979,162	214,461																																	
44	7,798,947	37,954,030	38,175,429	221,399																																	
45	7,798,947	39,150,297	39,376,874	228,377	132,847	531,389		73,835	49,223	123,058	378,964	378,964																									
46	7,798,947	39,974,579	40,207,764	233,185																																	
47	7,798,947	41,182,632	41,422,864	240,232																																	
48	7,798,947	42,397,732	42,645,052	247,320	63,774	144,147	512,816	79,959	53,306	133,266	474,453	1,696,749	2,171,203	1,214,215	12,548,893	12,548,893	14,243,643	1.83	18.3																		
49	7,798,947	41,438,969	41,680,697	241,727																																	
50	7,843,748	41,421,950	41,663,578	241,628																																	
51	7,567,310	42,609,491	42,858,047	248,555	146,382	585,529		80,359	53,573	133,931	414,245	414,245																									
52	7,491,637	43,380,257	43,633,308	253,051																																	
53	7,416,721	44,560,398	44,820,334	259,936																																	
54	7,342,554	45,738,153	46,004,959	266,806	155,959	623,834		86,259	57,506	143,765	443,490	443,490																									
55	7,269,128	46,470,110	46,741,186	271,076																																	
56	7,196,437	47,640,741	47,918,845	277,904																																	
57	7,124,472	48,8090,20																																			

## Assumptions—Philanthropy allocation

The MNO has the option to allocate a part or all of the accumulated net assets to charitable causes. The MNO controls all assets, and all decisions.



# How does the program work?

starting users 5,000,000				charge/year (\$) 1.50		Fee schedule		yearly		quarterly		% from the net assets used for Free Airtime (yrs 1-3)				Mar.11,2014	
% increase per month for 1st yr 3.0%				charge/month (\$) 0.1250		MNO		0.75%		0.1875%		(not subtracted from Net assets)					
% increase per month for 2nd yr 1.0%						ISIM producer		0.50%		0.1250%		year 1 100%					
% increase per month for 3rd yr 0.0%						Aegis/Y.H.		1.25%		0.3125%		year 2 85%					
% increase per month for 4th yr 0.0%						Aegis (Performance fees)		20.0%				year 3 43%					
% increase per month for 5th yr -1.0%						investment return		7.0%		monthly 0.583%		Capital withdrawn by 3%				cents per minute 10.0	
Zakaat (yearly) 2.50%												(Additional Philanthropy)					

The Sharia Compliant Investment Program for MNOs  
The Gift that Keeps Giving



## How does the program work?



### A Word About The Investment Strategy

Our investment program is one of the few diversified global investments available today offering a fully diversified global portfolio, in a regulated fund format, that is Sharia Compliant according to the strictest conditions and oversight. Annual Sharia Audits are conducted by SRB, based in Jeddah and Bahrain.





## How does the program work?

### Quick-facts about our Philosophy of Investing: Structure and Strategy

Investors, even seasoned market professionals, are poor at market timing. Investors tend to buy too late in the cycle, and sell too early. Why? It's all about market psychology and human behavior. Most investors fear they are missing out on a rising market, so they jump in, buy and "join the crowd." Then, when signs of volatility appear, these same investors panic and sell at just the wrong time, rather than thinking for the long term. What is required to succeed is an investment **structure** that helps investors avoid their own worst tendencies...a discipline that forces them to make regular investment decisions, depending less on luck or emotion than on discipline. With our program, **investment structure** is the key, not market timing.

If timing is a problem, finding the **perfect strategy** for investing is an even larger hurdle. Most investors make single investments, rather than smaller recurring contributions to their portfolios. The result is lower performance than it would be if smaller micro-investments were made weekly, monthly, or quarterly. Our program is a disciplined approach to buy small amounts at regular intervals, regardless of the market condition, and at different price points in the life cycle of an investment, giving savers greater possibilities to turn seemingly insignificant, small investments into meaningful fortunes. We believe it's far less important WHAT you invest in, than HOW you invest.

In the end, a disciplined approach to investing and a proper methodology for investing, plus the flexibility to make smaller regular contributions to the portfolio over time, can make a huge difference in wealth creation. Our program accomplishes both goals simultaneously. We believe Telecoms can provide an important new investment vehicle to accomplish this goal.





## General Observations On Investing

1. “Forced Savings” is one of the most important roads to wealth creation. Most investors buy and sell on emotion, and usually end up with disastrous results. Doing what is against your nature, can help you create enormous wealth and opportunity.
2. Dollar cost averaging (DCA) is a term used by professional money managers. It means buying a regular amount of an asset—stocks, bonds, etc... at a regular time interval. Buying in this disciplined manner, and consistently at each time period, is smart because investors ignore the highs and lows of markets—those tricky places where emotions usually beat common sense. Ignoring emotions when investing is the key.
3. Disciplined, consistent, recurring purchases over time reduces portfolio volatility.
4. Regular, consistent, recurring purchases over time increases portfolio returns.
5. And, historically, stocks are one of the few investments that grows over time, so with stocks, “The trend is your friend.” Take advantage of this advantage. The odds are in your favor if you invest with discipline and intelligence.
6. Find the perfect investment structure for making Micro Savings Plans work best.

**TELECOMS ARE A WONDERFUL STRUCTURE FOR REGULAR INVESTMENT SAVINGS PLANS....yet no telecom is using this approach.**

Telecoms can and should be in the investment management business in this way--increasing returns, revenues and profits in an area that is not normally associated with this industry. Telecoms are a “perfect fit” for micro-investing.





## General Observations On Investing

Take a look at the following remarkable analysis showing the power of Dollar Cost Averaging (DCA).

Assumptions: We assume two different investors and strategies for investing.

1. An investor pays 10,000 to buy the S&P 500 Index in the year 2000—but he pays only once, at the beginning, and holds his investment until over the next 170 months, until early 2014.
2. An investor divides his 10,000 investment into 170 equal payments, and invests one payment of 59 Euros each month starting in the year 2000, until early 2014.

Which investor profits most from his strategy?

Most assume it's the first investor, who is able to capture the longest time of investing.

But, in fact, it's the second investor who invest small amounts regularly. Performance return more than doubles, even with small investment amounts!

Micro-investing using a disciplined, well thought strategy, is clearly a great way to create wealth.

**BUT, amazingly,** not many investment structures allow for such opportunities. Telecoms can be a powerful structure for this type of strategy. The story is compelling. Telecoms need to see the opportunity, and take advantage of this approach, using its unique method of investing recurring payments from subscribers.

We compare 2 strategies for investing in the S&P 500 over the last 170 months

- 1) Single Investment: a lump sum of 10,000 Euros invested in January, 2000
- 2) DCA—a total of 10,000 Euros, but equally divided, over the next 170 months

Amazingly, making smaller investments each month, doubles returns

Date	SP Index	Monthly return	1	2	(lump sum / total months, 170)
			Lump sum Portfolio Value	DCA Portfolio Value	
199912	<b>1469,25</b>		<b>10.000</b>	<b>59</b>	
1 200001	1394,46	-5,09%	9.491	56	
2 200002	1366,42	-2,01%	9.300	112	
3 200003	1498,58	9,67%	10.200	188	
4 200004	1452,43	-3,08%	9.886	239	
5 200005	1420,6	-2,19%	9.669	291	
6 200006	1454,6	2,39%	9.900	358	
7 200007	1430,83	-1,63%	9.739	410	
8 200008	1517,68	6,07%	10.330	498	
9 200009	1436,51	-5,35%	9.777	527	
10 200010	1429,4	-0,49%	9.729	583	
11 200011	1314,95	-8,01%	8.950	590	
12 200012	<b>1320,28</b>	0,41%	8.986	652	
154 201210	1412,16	-1,98%	9.611	10.919	
155 201211	1416,18	0,28%	9.639	11.009	
156 201212	<b>1426,19</b>	0,71%	9.707	11.146	
157 201301	1498,11	5,04%	10.196	11.770	
158 201302	1514,68	1,11%	10.309	11.960	
159 201303	1569,19	3,60%	10.680	12.451	
160 201304	1597,57	1,81%	10.873	12.736	
161 201305	1630,74	2,08%	11.099	13.061	
162 201306	1606,28	-1,50%	10.933	12.923	
163 201307	1685,73	4,95%	11.473	13.624	
164 201308	1632,97	-3,13%	11.114	13.254	
165 201309	1681,55	2,97%	11.445	13.709	
166 201310	1756,54	4,46%	11.955	14.382	
167 201311	1805,81	2,80%	12.291	14.846	
168 201312	<b>1848,36</b>	2,36%	12.580	15.256	
169 201401	1782,59	-3,56%	12.133	14.770	
170 201402	1859,45	4,31%	<b>12.656</b>	<b>15.406</b>	

TOTAL PERIOD RETURNS

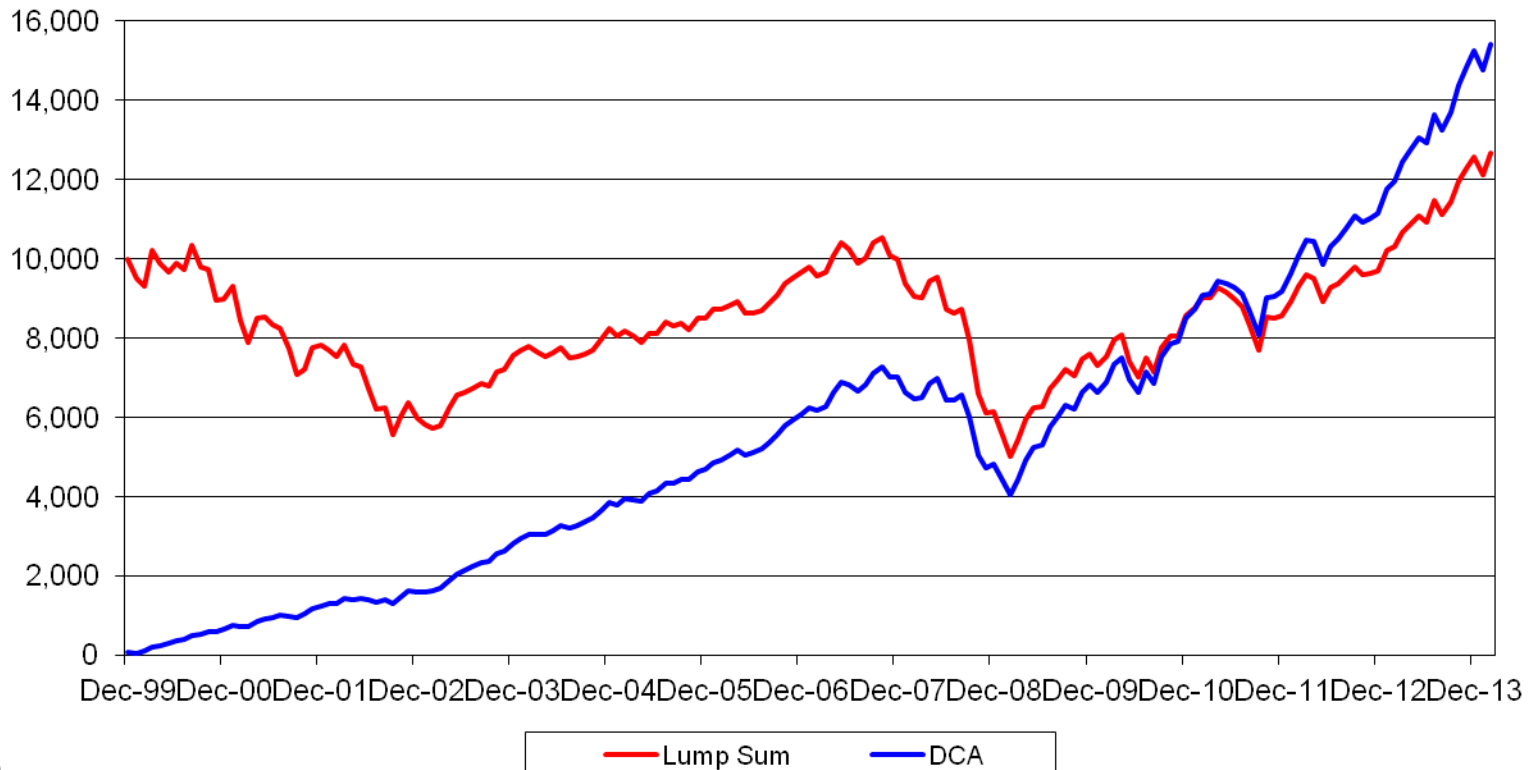
**26,56%**

**54,06%**





**Dollar Cost Averaging—an amazing illustration comparing DCA to Regular Investing**



# Sharia Compliant Investment Program for Telecoms



A Zakat-based investment plan tied to mobile phone usage

***The Gift that Keeps Giving***