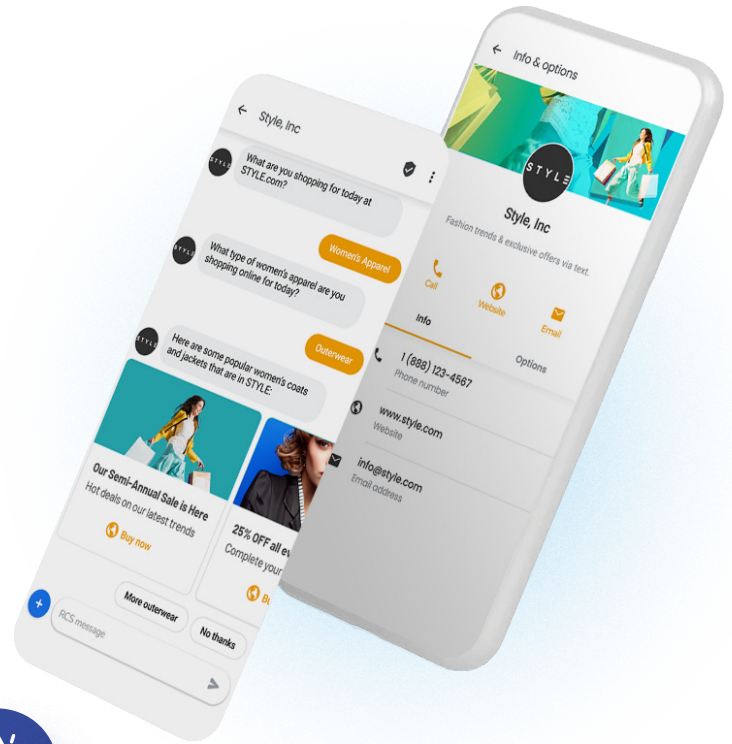




# RCS Messaging Has Arrived, and Vibes is Opening the Doors.

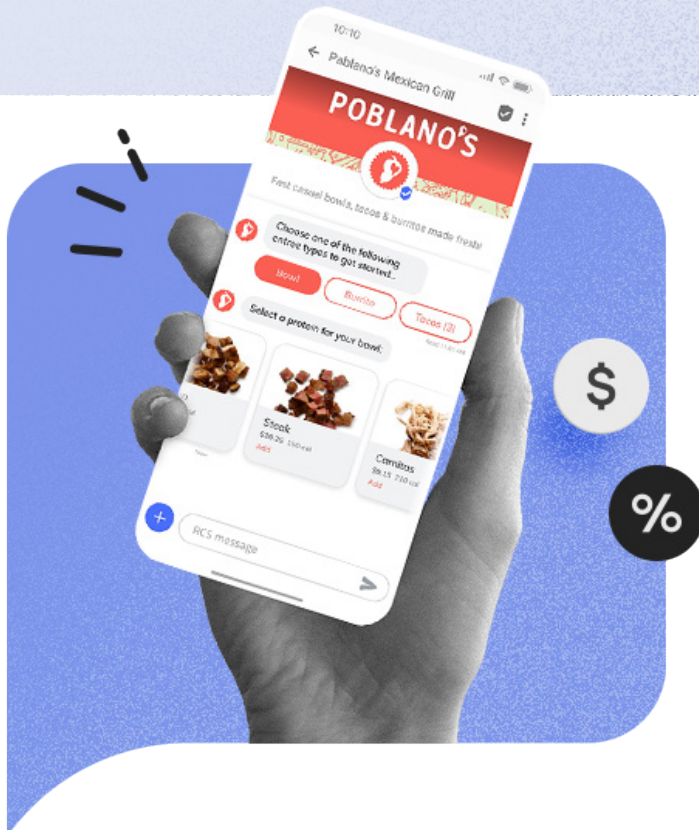
Imagine SMS and MMS that's even **more interactive, more visually exciting** and is **built for marketers** ready to engage even more meaningfully with their customers.

Vibes and our 25+ years of messaging leadership have us ready to light the RCS path for brands and businesses across the US.



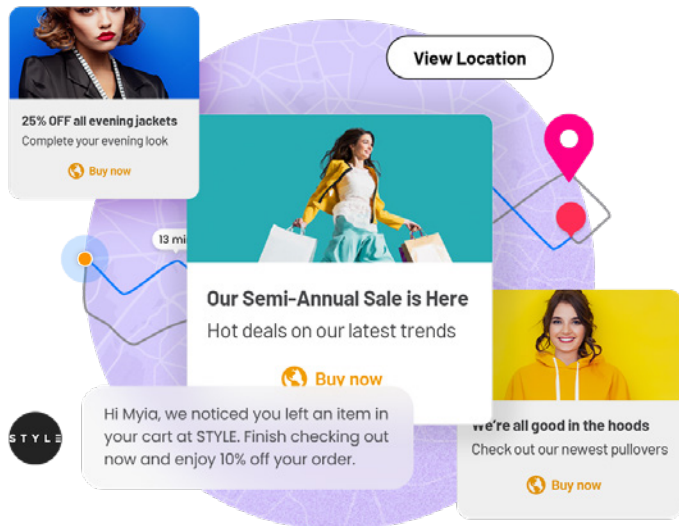
## Marketers, start your engines. **RBM is coming.**

RBM stands for **"RCS Business Messaging"** – it's the brand version of RCS that helps you deliver communication experiences that go beyond what we're used to with SMS and MMS.



### RBM delivers, among other innovations:

- Beautifully rich image and video visuals
- Suggested one-tap actions and replies, such as Open URL, Dial, View Location, Share Location, Create Calendar Event and more
- Rich cards that provide images, videos, and more - with carousels of up to 10 cards users can easily scroll through
- Read receipts and typing indicators (like animated ellipses) that elevate the authenticity of a brand having an actual conversation with customers
- "Verified sender" checkmarks, so users know they're talking to the brand they expect



## Reduce the friction that keeps consumers from purchasing.

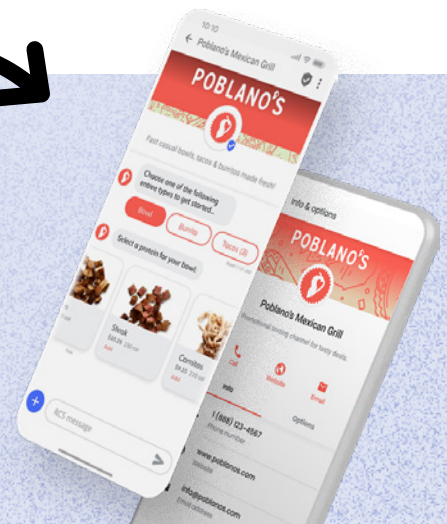
With SMS/MMS marketing, a digital marketer's end goal is to convert behavior into a transaction. RCS, on the other hand, creates an **elevated, conversational experience that naturally leads to increased conversions and revenue.**

It's like the best of SMS, MMS and mobile apps, all in one channel. RCS merges key features from each of these channels into a single, powerful communication experience.

## Vibes has partnered with US carriers, Google and Apple on RCS from the start.

Brands that work with Vibes on their RCS deployments gain the advantage of our **years-long relationships with Google and Apple.** Vibes was an early access partner with Google at the initial launch of RCS, and is partnering closely with Apple on bringing RCS and RBM to the US.

Vibes also has direct relationships with all US carriers as a **Tier 1 aggregator**, giving your brand **direct, unmediated access** for fast, compliant campaign approval.



## Let's build an RCS strategy for your brand and get ready for launch.

To the early movers go the spoils, as it is said! If you're excited by the promise of RCS and RBM – well, so are we, and we'd love to help you leverage our 25+ years of mobile leadership and expertise to get your brand started with RCS.

**We are actively registering brands to be verified for RCS right now**, and have a playbook ready for you to get started with this next exciting chapter in the evolution of digital messaging. Let's talk!