



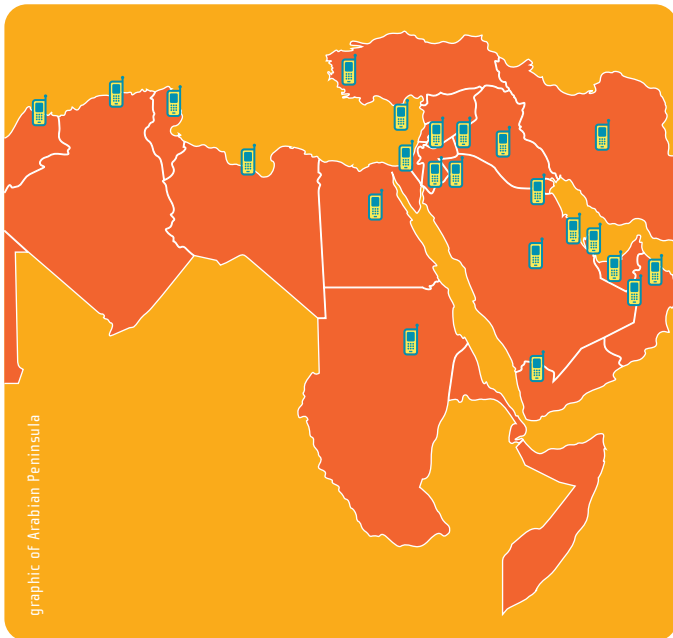
CORPORATE PROFILE



STAY CONNECTED

No one is out of reach anymore. As mobile phones become the essential tool for modern living, delivering instant communication, rolling news, unlimited information and on-demand entertainment, accessing today's switched-on generation has never been easier – or more essential.

Service flexibility combined with maximum interactivity means mobile phones are now the preferred communication device for consumers, clients and corporations. The ability to deliver bespoke content or personal data via mobile platforms will prove critical as organizations seek to reach today's customer – always in touch, always demanding more.



FASTEST GROWING MARKET ON THE PLANET

The rapidly maturing mobile phone market in the Middle East underlines the need to maintain competitive advantage. By the end of 2006, the region will have surpassed Asia-Pacific in mobile penetration rates, with a staggering 23 million new subscribers to cellular services in the past 12 months alone.

MORE NETWORKS, MORE PROVIDERS, MORE OPPORTUNITIES

It's only the beginning. Liberalization of mobile networks is set to continue in the Kingdom of Saudi Arabia, with at least one new license set being granted by the end of 2006 – two years ahead of schedule. The Kingdom of Saudi Arabia's mobile market enjoys penetration levels of 58 per cent, and with 15 million customers has a greater subscriber base than the rest of the Gulf put together.

New providers are also emerging in the Emirates and Qatar, while Egypt's region-leading subscriber base and phenomenal 84 per cent annual growth rate still translates to a penetration rate of just 20 per cent. More importantly, a total of \$3 billion has been invested in mobile telecommunications infrastructure in the Middle East since 2003.

These aren't just statistics. They're irrefutable evidence that the Middle East is one of the most dynamic mobile environments on the planet. With information and entertainment now being designed for mobile use, it's imperative to use the right technology and the right provider.

**There are now 39 mobile
phone network providers
in the Middle East
servicing more than
85 million subscribers
who are buying 50 million
handsets a year**

TOUCHING THE VOID

TECHNOLOGY, CONTENT, REACH

Javna understands the potential of accessing the new mobile generation. And the challenge of fulfilling it.

Javna can deliver powerful technology solutions for all mobile business-to-business and business-to-consumer communication, with both the platform and the network presence to guarantee maximum reach. Javna's unique technology enables rapid end-user access to information, data and even support services whenever and wherever they are required.

Javna also understands the changing nature of mobile phone use – communication is now simply one part of a handset's functionality. Entertainment, news, information, directories and on-demand services are now all essential features of network provision to today's generation.

Javna provides the full mobile media package. Trusted, long-term relationships with the providers for the content, leading technology solutions and bandwidth capacity to package and deliver it to the region's carriers. Javna delivers to any organization seeking to enhance its customer contact using mobile technology.

VISION, AMBITION, TALENT

Javna's ambitions match its talents. The ability to deliver market-leading technological solutions to major corporations, media and entertainment brands, mobile operators and related industries, will enable Javna to become the principal global provider of mobile messaging and mobile media services.

Javna is a truly global organization, with main centers of operation in both Jordan and Qatar for the Middle East, and Tampa, Florida, in the United States for the rest of the world. The projected development is to become the dominant player in mobile technology and media across the Middle East.



Javna delivers to any organization seeking to enhance its customer contact using mobile technology

CONNECTING PEOPLE TO KNOWLEDGE

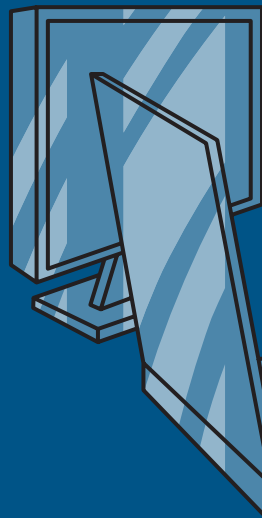
Customers want access to information. Organizations want access to customers. Javna's technology enables information – be it personalized data, essential news or bulletins on the latest products and services – to be distributed and shared, and data to be collected.



THE POWER OF EPICENTER

Javna's Epicenter suite underlines the full service Javna provides. Epicenter is the complete mobile messaging service, delivering:

- The platform by which messages can be delivered en masse to end-users
- The technological bridge to allow end-users to access server-based information
- The gateway to all of the regional & global mobile phone networks
- The means to harvest customer information
- Two-way messaging



THE WORLD AT THE TOUCH OF A BUTTON

The Epicenter technology means any information can be accessible to any network and any handset. Epicenter is a vital bridge to server-based information, allowing mobile consumers to track the stock-market, browse local directories, back-up personal data and even search for property.

Epicenter can host and manage information directories tailored to any organization's needs. Indeed, Javna can offer full consultation services to ensure every organization maximizes the benefits of reaching their audience – whether it's their customers, clients or employees – wherever they are.



CONTENT IS KING

Everyone wants more. As today's consumer becomes more mobile, so must the delivery of information, entertainment, news and services. No organization, from government bodies to media companies, can hope their message will be found and accessed – it has to be delivered directly and always available.

INSTANT INFORMATION, INSTANT ENTERTAINMENT

All organizations are looking to broaden their reach. Media companies constantly seeking new outlets for their content. Organizations are always striving to provide more flexible means of communication with their customers. Mobile phone providers want more services to enhance their product. Javna fulfils the needs of all three.

REVENUE STREAMS

All this enables any organization or company to deliver their message using the optimum technology. Bulk SMS, on-demand audio or video, and live streaming video are essential vehicles for today's content demands – with the ability not only to reach clients and customers, but also maximize revenue and collect essential data.

JAVNA WORKING PROCESS



Javna offers the Mobile Content Delivery Network, enabling the delivery of content via mobile phones by harnessing both the right technology and the key relationships with providers

The Mobile Content Delivery Network, ensures:

- The right platform for maximum reach across mobile networks
- Technology fully conversant for all handsets
- Connectivity with the major mobile networks and carriers
- Powerful internet connectivity for rapid access to server-based information



A WHOLE NEW WORLD



Javna's mobile media and communication technologies enable the rapid delivery of business information, content, advertising and entertainment – across platforms, networks and handsets.

Javna's wireless products and services can expand every organization's reach, responding to specific communication needs and responding to customers' demands in real time.

Javna's development team has over 20 years' experience in consultancy and planning, developing, designing, building and implementing business and information technology solutions; this includes the development of the wireless application and media platforms that form the core of the Javna's expertise today. The team have provided technological innovation in the fields of telecommunications, media, utilities, financial services, consumer products, manufacturing, retail and government industries.

Javna is a privately held company that has experienced year-on-year revenue growth since its foundation in 2001.



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