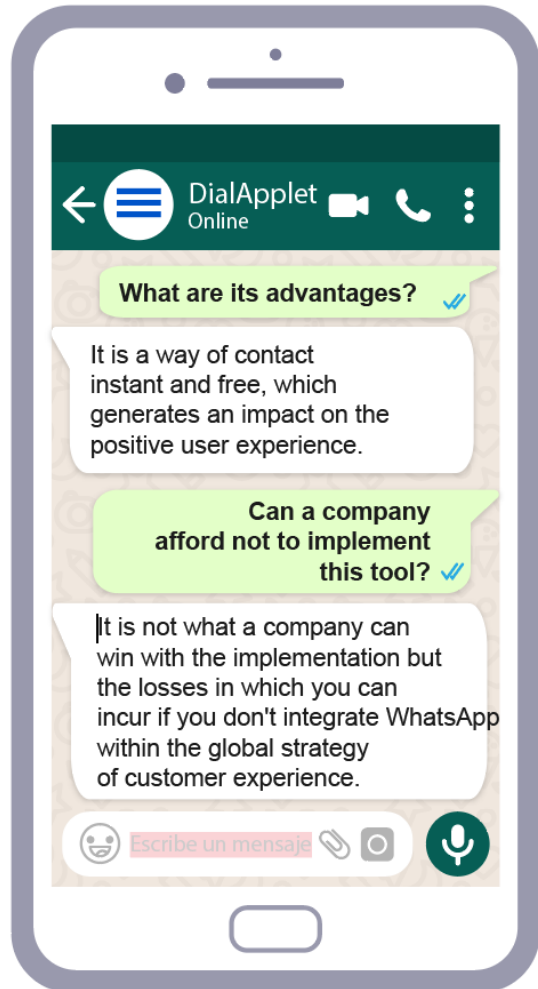




WhatsApp

FOR BUSINESS

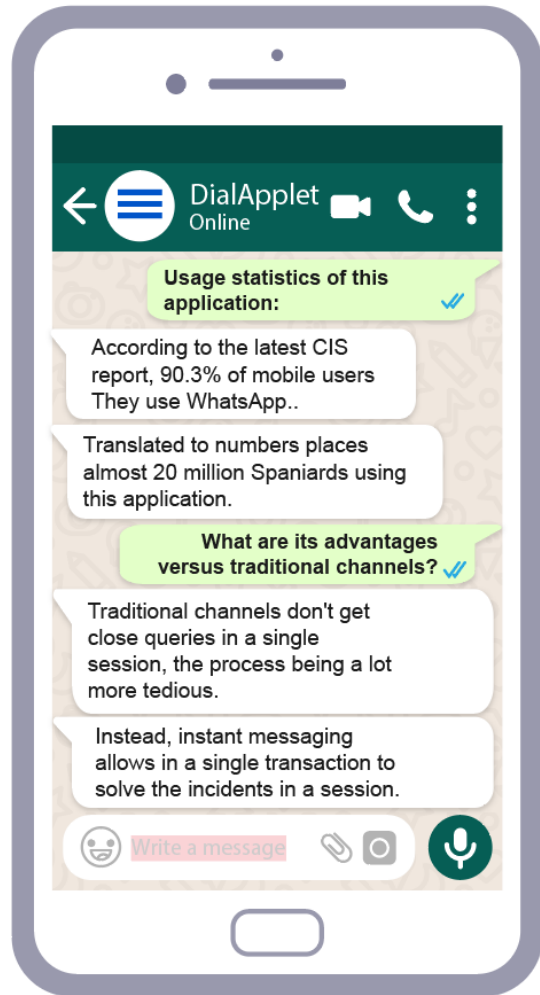
DIALAPPLET



WhatsApp for Business

What is it and what are its advantages??

The launch of WhatsApp for Business has caused companies to find an **opportunity to communicate more quickly with their customers**, taking into account that it has a market penetration rate of almost 90%.



WhatsApp for Business

Statistics and comparatives

WhatsApp for Business usage percentages translated into numbers place WhatsApp with almost 20 million active users.

This is why if a company is not prepared to meet the growing demand, it is exposed to losing business opportunities.

WhatsApp for Business projection

Integration into the global strategy



WHAT'S UP! WHAT'S NEW?

Business vs Enterprise Solution



Solution designed for small and medium enterprises.

- ✓ Download the free application at Android for SMEs.
- ✓ Availability of a single number per mobile device.
- ✓ Company profile with address, email and website.
- ✓ Statistics about how many messages were delivered.

WhatsApp for Business



Business solution for large companies, which operate on a large scale with a global client portfolio.

- ✓ API integration - WhatsApp Enterprise Solution
- ✓ Automatic answers without limit.
- ✓ Integration with CRM - Dithintos packages according to number of agents connected.

WhatsApp Enterprise



In January 2018, the WhatsApp Business application for small businesses was launched on Android. Currently, the WhatsApp company is testing a solution for larger companies.

WHAT'S UP! WHAT'S NEW?

Creation process



WHAT'S UP! WHAT'S NEW?

Message Formats



CASE 1

MTP
XX€

MTP
XX€

MTP
XX€

MTP
XX€

CASE 2

MTP
XX€

MO
0€

MO
0€

MT
0€

MO
0€

MT
0€

24h

MTP
XX€

CASE 3

MO
0€

MT
0€

MO
0€

MT
0€

MT
0€

24h

MTP
XX€

WHAT'S UP! WHAT'S NEW?

Message Formats

CASE 1:

Each template message (MTP) will be charged individually if a conversation with a received message (MO) is not opened.

CASE 2:

After sending an MTP, receiving an MO opens a 24h session (which is renewed for each MO received message), during which the exchanged messages (MT and MO) will not be charged. Once the 24-hour session is closed, an MTP must be sent to contact the client again.

CASE 3:

The connection can start via MO and will have no cost for the next 24 hours. Once 24h has passed since the last MO, to contact the client again, an MTP must be sent.



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Installations in production in 23 countries. Headquarters in Bogotá (Colombia) and Valencia (Spain)

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Marketing Overview

This graphic illustrates the organization's focus on the greatest opportunities to increase sales and reduce the company's debt. Marketing is a key part of the business and a major driver of a company's financial success. It is a key part of the business and a major driver of a company's financial success. It is a key part of the business and a major driver of a company's financial success.

Product Categories	Profit per Year			
	2013	2014	2015	2016
General Goods	+600.00	+110	+100.00	+100.00
Health & Medical	+13.9	+62.94	+200.74	+200.00
Art Supply	+87.94			