

## **JAJAH DRAMATICALLY REDUCES PHONE RATES TO AND FROM INDIA – Q&A**

*Innovative Phone Company Announces Cost-Effective Services to and From India, the U.K. and North America*

### **1. What are your views on the growing VoIP market?**

VoIP represents the best way to bring low cost global calling to consumers. Our vision, is to one day, bring the cost of calling to zero. Using the internet to help lower the cost is the best way to do it today. VoIP solutions continue to grow and capture more and more of the total telephony market. The price is attractive and in JAJAH's case we've been able to improve the quality so it sounds like a regular call. In the end, VoIP is all about delivering better solutions to end users.

### **2. Your tagline says 'Free.Your. Voice', but you don't really offer free services. In what context is this used?**

It's true, we don't yet offer free calls in India, but we've lowered the price dramatically compared to just picking up your home phone or mobile. Our goal is to one day provide free calling everywhere, but this dream will not happen over night. JAJAH calls end up on a landline or mobile phone, so the last mile is delivered over the local carrier network. JAJAH pays for that connection and the cost is out of our control and varies from region to region and country to country. When we say "Free Your Voice", we are describing our vision of removing the barriers of global communication for everyone- and one of those barriers is cost.

### **3. Are you looking at any strategic tie ups in India?**

Yes, but we can't talk about them yet. We are a global communication company and we already connect calls in 55 countries. We believe that in order to sustain our massive growth, we need to have partners in the countries we do business with, both to help us to understand the region and to help us spread the word.

### **4. What is the innovative business model that makes you the fastest growing VoIP Company?**

People use JAJAH for a variety of reasons, but the main driver of our growth to date has been the exceptional value. JAJAH is free in some parts of the world and it is the only VoIP solution to work directly from any smart phone. These things combined with innovative "click to call" solutions, make JAJAH very interesting and very attractive.

**5. Internet penetration in India is really low. How do you plan to tap the Indian market with your services?**

Yes, it's small now, compared to other parts of the world, but is also the fastest growing telephony market with a growing smart phone trends as well. We are going to be in the business for some time and we expect to grow as India grows. We are also working on new solutions that don't require an internet connection to make a JAJAH call.

**6. Even today the Indian consumer hesitates to pay online or share their credit card information. Wouldn't this be a hindrance to your growth?**

Yes, of course it's a concern. But this too is changing. We need to make JAJAH easier to get and easier to pay for, at the same time, Indian consumers are coming online and will get more comfortable with on-line transactions. Key JAJAH employees have deep experience at companies like Paypal, so we are well equipped to solve the payment issues over time.

**7. Although with Skype one has to download software but the service is free of cost. With Indian market be price sensitive, are you aware of the challenges before you?**

Yes, but Skype and other VoIP solutions have drawbacks that JAJAH overcomes. For example, with JAJAH, neither party needs to be on the computer during the call and the quality is much better than a traditional VoIP call. Only about 10% of all computers have VoIP software installed but JAJAH works on all phones. Skype is a great product but it's not keeping up with the future.

Yes, we have several lined up. The first one being, if register for JAJAH and sign up 5 friends you get a half an hour of free calling.

**8. With the decrease in calling rates by the telecom service providers, do you think you can sustain in the market for long?**

Yes, absolutely. Our prices will always be better than the traditional Telco's and importantly, don't forget that we are very innovative and moving very quickly. In the future JAJAH is about much more than low cost calling, we are about bringing rapid change to the telephony industry.

**9. Are you planning to offer any other services apart from VoIP telephony?**

We already have an entire suite of products and services but today, and probably well into the future, they will be based on innovative technology and will likely use the internet to some degree.

**10. Which is your biggest market worldwide?**

Our business tends to match the global telephony business, so US originated international calls are currently represents our largest market.

**11. Who would be the target audience for your product? Would you focus on households or enterprises?**

Both. Originally we were focused on individual consumers, but we have found that thousands of small companies have signed up for JAJAH as well. We are also creating services especially for enterprises, such as call center support solutions and outsourced IT development offices. These companies are either headquartered in the US, Canada or the UK, or have majority of their clients in the US, Canada and the UK.

**12. Who do you see as real competition – Indian telecom service providers or Skype?**

We offer advantages over both traditional Telco's and VoIP providers. Our job is to get the word out and let users decide which they would rather use. We are confident they will make the right choice.

**13. There is a very small fraction of people who either use smart phones or connect to the net through their phones. How do you plan to address that market?**

JAJAH has a key advantage in this area because any smart phone with an internet connection can currently make a JAJAH call with just a click. We are thrilled with the fast growth of smart phones particularly in India.

***General JAJAH Questions***

**1. Who is JAJAH?**

JAJAH is the world's most innovative communications company. We really feel that we are changing the world of communications and we are bringing a communication layer to the "any" generation, where people can communicate anywhere, anytime over any device.

**2. How old is the company?**

JAJAH was established in 2005 and the service launched March 2006.

**3. Can you share some information on the company's financial performance over the past one year?**

JAJAH is a private company and does not disclose its financials.

**4. How has the response to JAJAH been over the past year?**

**JAJAH is a very viral service and the user base is rapidly accelerating. Some of the largest growth for the company has occurred in the last six month. Communication and telephony are viral by nature.**

**5. How many users do you have globally?**

On March 27, JAJAH's one-year anniversary, we announced we had reached 2 million users.

**6. How has your success in other countries been?**

JAJAH operates in 55 countries, offering customers free and low-cost calls at the fraction of traditional long distance prices. More than 2 million consumers around the country have embraced the low cost JAJAH calling options on their mobile phone, computer and Internet connected devices without contracts, equipment or download.

**7. What share of your current user base is in India?**

We do not disclose specific user base by countries.

***Product Specific Questions***

**1. How does JAJAH work?**

Log on to JAJAH.com and sign up. To make a call, visit the website and enter your number and the number of the person you want to call. Your phone will ring and a voice prompt will tell you that JAJAH is connecting the call. No equipment, headset or contract is required and registration is free. To make a call on your smartphone (Blackberry, Treo, etc.), visit mobile.JAJAH.com and enter the party's number or click on a contact in your address book to place a local, long distance or international call.

**2. What is your USP over other calling systems?**

JAJAH is very high value compared to traditional telco's. There is no plan to buy, no registration fees, no hidden costs and unlike other VoIP solutions, there is also no need for headphones or other special equipment.

**3. How much are the price differentials versus other offerings such as calling cards?**

JAJAH's rates are competitive with calling cards. When you consider the time and effort to buy a card and enter all the numbers to place a call, JAJAH provides a better value.



#### **4. What is the one feature of JAJAH that you want to highlight in India?**

JAJAH is committed to free global telephony. JAJAH is slashing rates to support a growing Indian community and rewarding the members for inviting friends to join. This is JAJAH's first effort in a long-range plan to make global phone service free, around the world.

#### ***India Specific Questions***

##### **1. What are your offerings to Indian consumers? For Indian consumers, they can take advantage of:**

- as low 7.3 USD cents/minute rate
- The most innovative and cost-effective way to make a call to India – no headsets, downloads, contracts or numbers to remember.

Just go to [www.jajah.com](http://www.jajah.com) to place a call. Use your mobile phone on the go.

- Community benefits – calls to other registered users are free and the more friends you refer, the greater the potential reward.  
(Supporting details: Consumers who refer five or more people to the network before August 15 will get 30 minutes of free calls. The member who refers the most people to the JAJAH network gets free service through the end of 2007.)

##### **2. Why are you entering the Indian market?**

JAJAH recognizes India as important part of a growing global marketplace. JAJAH has a long-range plan to make global phone service free, around the world. While it's not possible in India today, someday it will be. JAJAH intends to be the first company to make it happen - in the meantime, we intend to build a business based on low price and high value.

##### **3. What potential do you see in India?**

Internet usage in India is rapidly increasing in and outside of the metro areas (according to online research & advisory firm JuxtConsult conducting 'India Online 2007' report.) We expect that consumers going online will naturally seek out low-cost IP-based telephony solutions such as JAJAH.

The astounding growth of web-accessible mobiles phones, in many cases the first means by which people are accessing the internet, is in our favor. We see the phone replacing the PC in markets like India and JAJAH will power communications on all phones.



#### **4. What are your future plans?**

JAJAH strives to lead the next generation of communication and introduce new voice 2.0 solutions that thrive on the IP level. By working with our partners, we are achieving rapid innovation, technology convergence and device ubiquity to remove the last barriers to global communication.

#### **5. Who is your target audience in India?**

Consumers who need to make frequent calls from North America to India (2.5 mi NRIs in the US, 1.4 mi NRIs in the UK, 1mi NRIs in Canada) either to keep in touch with family and friends. In addition, business associates are those who are part of this growing Indian community. Finally, startup companies around the globe with outsourced offices in India. To give you a sense of the business consumer opportunity the BPO Market in India created 8.5 bi in Revenues in 2006.

*Media Contact:*  
Don Thorson  
+1-650-963-4995  
[press@jajah.com](mailto:press@jajah.com)