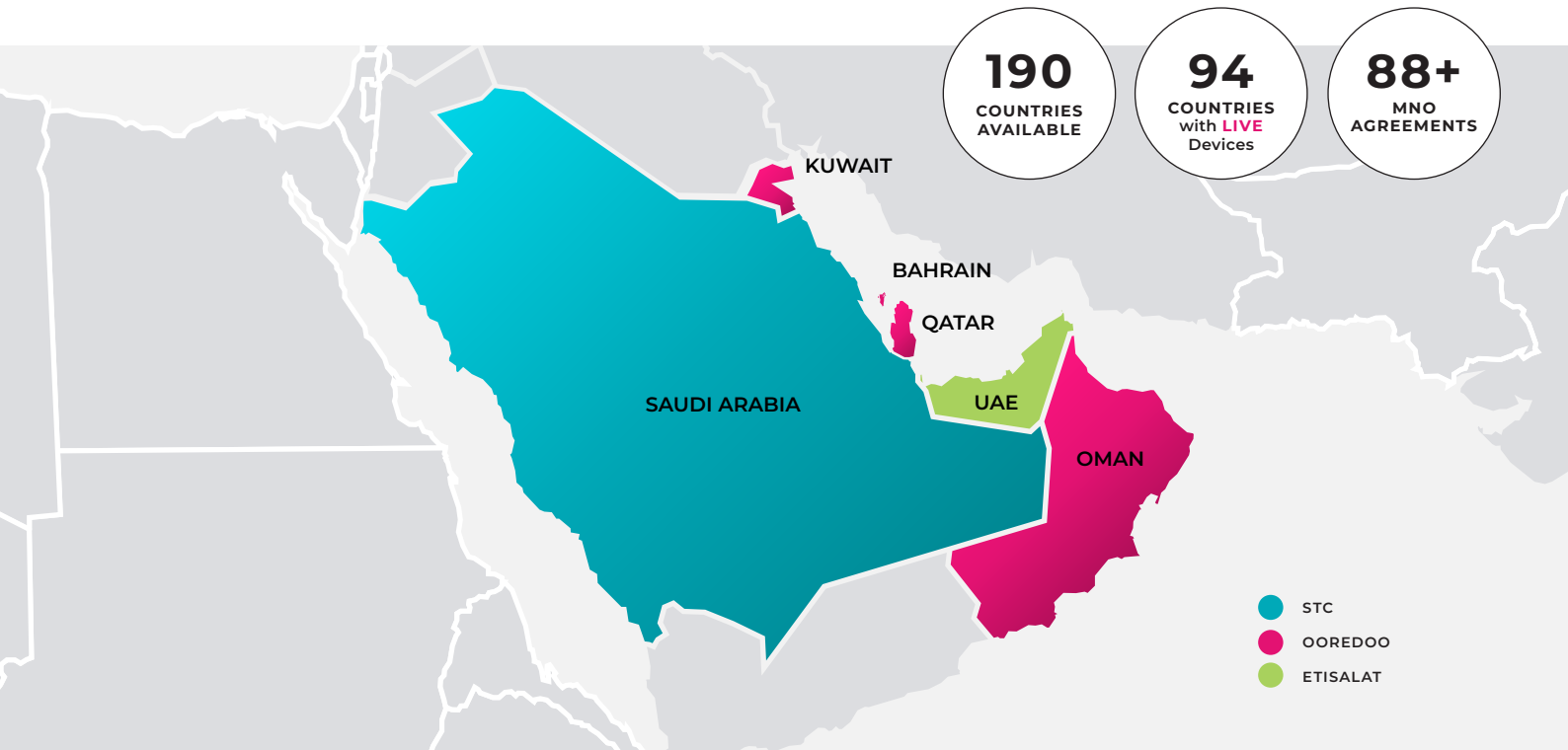


Cubic Software Drives Performance Across the GCC for Automotive OEMs



CHALLENGES

Gulf Cooperation Council (GCC) countries are high value yet challenging markets for automotive manufacturers to develop and deliver compelling connected car solutions for customers. From 2021, updated regulations mandate that new cars sold in the Kingdom of Saudi Arabia and the United Arab Emirates support eCall, an 'emergency call' service that connects cars manually or automatically to emergency services in the event of an accident. While service delivery may vary between countries, the fundamental requirement of compliant in-car connectivity service solutions will expand to other Gulf countries in time.

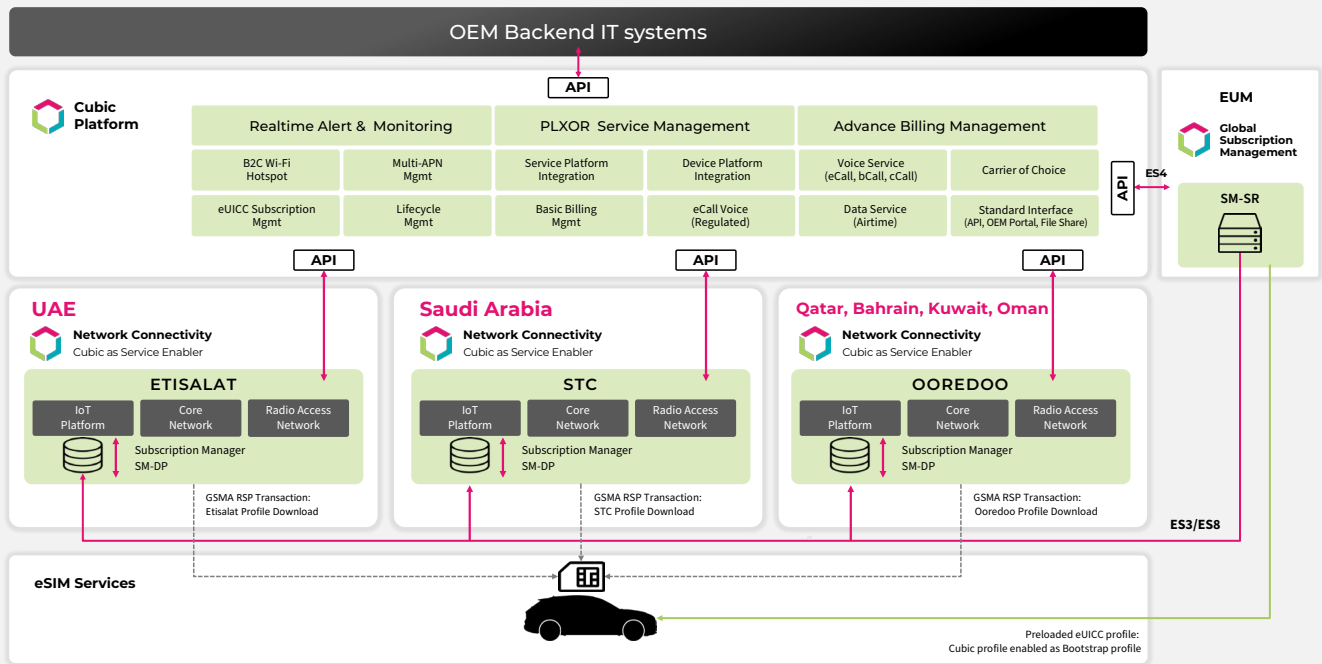
BENEFITS OF CONNECTING WITH CUBIC

- Unified MNO management solution to simplify regulatory compliance, security, legal & tax implementation per country
- Scalable solution enables zero touch deployment for fast entry into new markets
- Proven technology & solutions accelerate Time-to-Market and save costs
- Cubic drives 2G, 3G, 4G & 5G automotive connectivity for current and future IoT services
- Continuous expert consultancy support for regional regulatory, legal & taxation
- Identify best opportunities via Cubic connected software

HOW IT WORKS

The GSMA RSP (Remote SIM provisioning) & eSIM specification enables Mobile Network Operator (MNO) credentials to be changed Over-the-Air without changing the physical SIM. Cubic developed a solution that complies with GSMA specifications

and delivers pre-integrated solutions for the GCC with our MNO partner's infrastructure and credentials. This solution is highly scalable to other regions beyond the GCC with selected MNO partners.



FEATURES & FUNCTIONALITY

- eUICC subscription management that enables Remote SIM provisioning for target markets, including unique & low volume locations
- Lifecycle management that supports MNO profile, eSIM & device state changes from cradle to grave, ~15yrs
- eCall voice service for GCC markets - including the UAE - that meets local regulation compliance & restrictions
- Billing management that consolidates various MNOs & billing cycles into a single system with customisable invoicing model per OEM
- PLXOR service management offers an ability to classify & manage services and associated application network consumption
- Device & service platform integration enables OEM to integrate their existing IT infrastructure with minimal effort

when leveraging Cubic's management solution

- Standard Interface - open APIs and the use of industry standards means new devices and services can be easily added to the platform and seamlessly integrated into client systems
- Realtime Alert & monitoring offers descriptive analytic solutions to visualise results leveraging multiple statistic models

ABOUT CUBIC

Cubic Telecom delivers innovative IoT connected software solutions to Automotive and Agriculture manufacturers. Its ecosystem of revenue-generating services combines real-time analytics with global connectivity in 190 countries, always aligned to regional regulatory requirements.