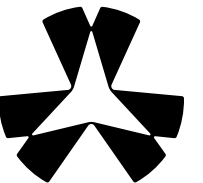


Aduna

Aduna: The Journey So Far - The Opportunity Ahead

Anthony Bartolo
Chief Executive Officer, Aduna



Using real-time network data to meet today's challenges

\$1 trillion a year lost to global scams



FRAUD

The world is facing a fraud epidemic as AI lowers the barriers to criminals perpetrating increasingly complex scams at greater scale.

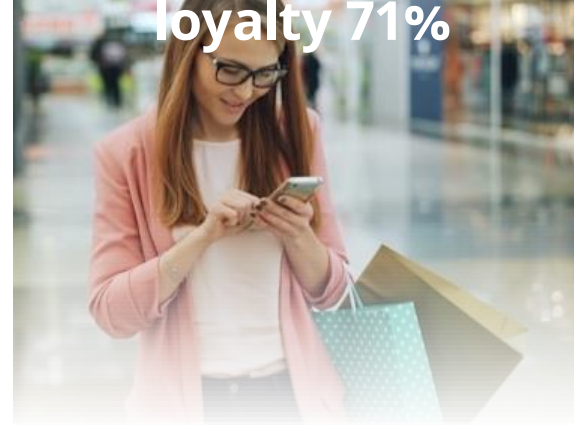
8.3% of onboarding attempts are fake



IDENTITY

The ability to verify identities and validate devices in real-time is critical in establishing trust and countering fake and synthetic identities.

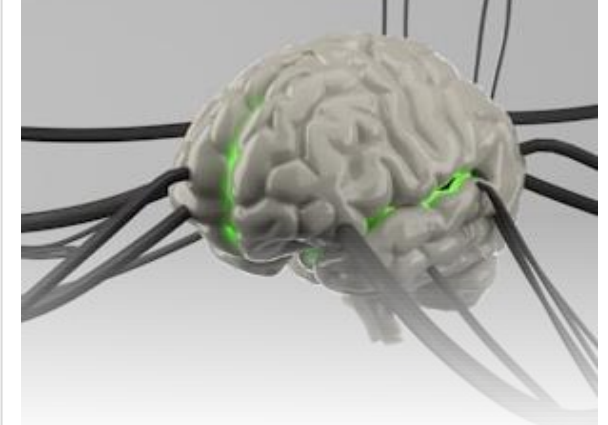
Personalisation boosts customer loyalty 71%



PERSONALISATION

Delivering hyper-personalised real-time experiences is how industry leaders are increasingly finding their competitive edge.

39% already use AI for product discovery.



AGENTIC AI

AI will soon shop, login, open accounts and transact for users. Can businesses trust who, or what, they're interacting with?



The world's most valuable data network is already built



Every second, billions of people communicate, transact and navigate the digital world.



Telecom operators have long connected people, businesses, and societies, becoming trusted custodians of one of the richest sources of real-time intelligence.



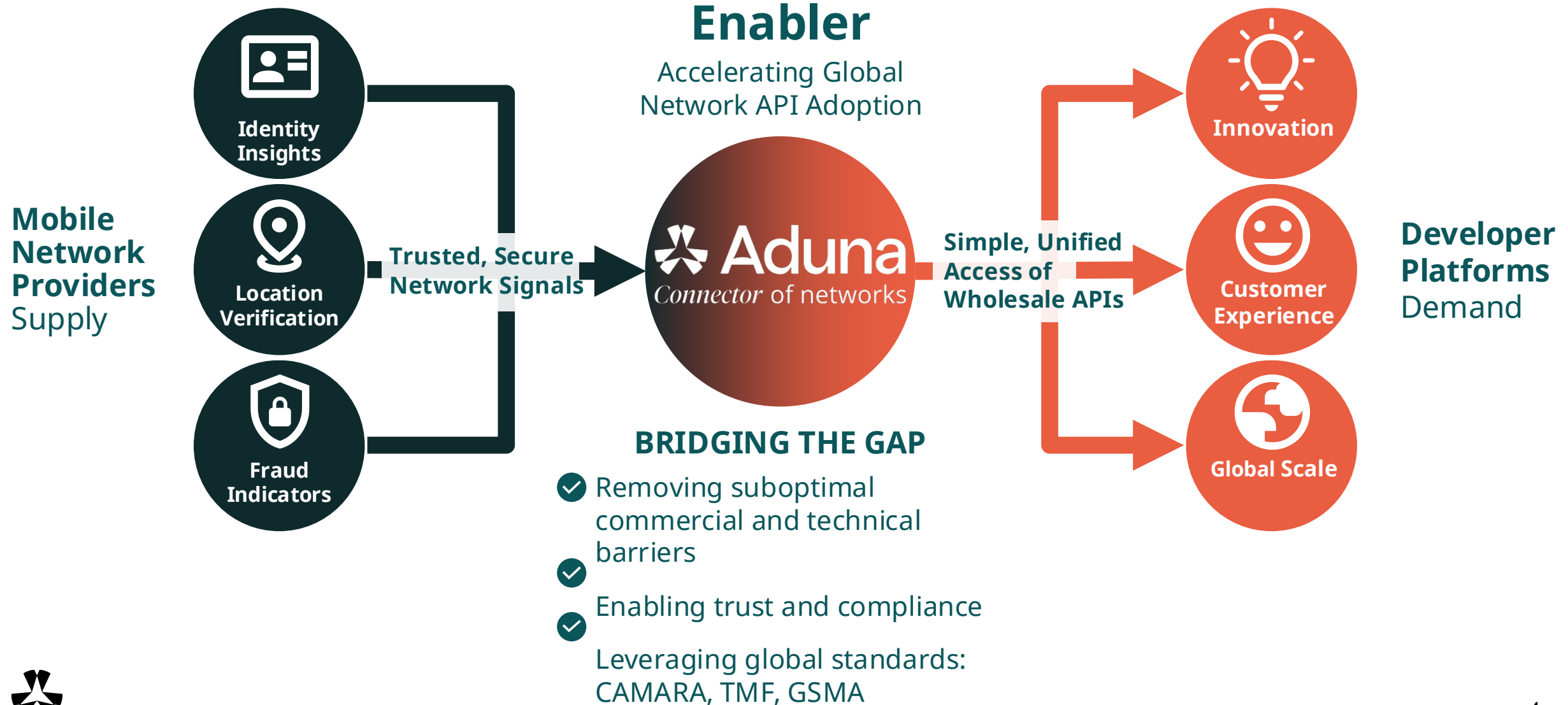
Every day, operators generate insights into users, devices, locations, and connectivity. This real-time intelligence enables faster decisions, deeper customer understanding, and better outcomes.



Network APIs unlock this intelligence, turning trusted, real-time data into smarter decisions, enhanced security, and more personalised user experiences.



Aduna's role in the ecosystem – Purpose over profit



Telecom Leaders Redefining with Network APIs

Whether you provide or consume data

A newly formed venture...

 Combining and selling standardised network APIs globally.

 Embedding privacy, compliance, governance and consent controls.

 Accelerating global deployment via a single portal.

Overcoming barriers

 Remove the complexity of separate operator integrations.

 Providing developer tools, onboarding support, vetting and SLAs.

 From a single developer friendly platform that promotes innovation and scale.

Unlocking new revenue

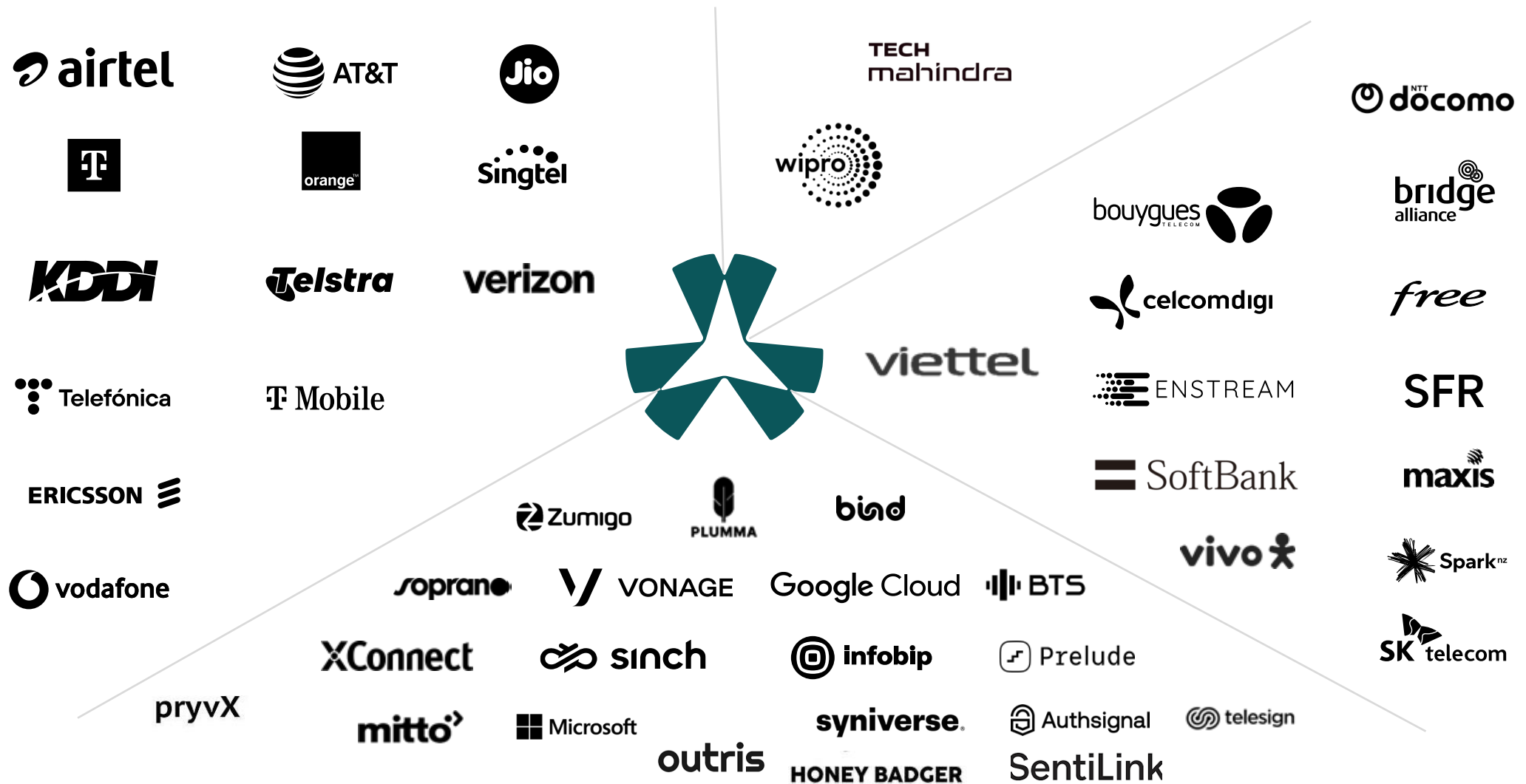
 Transforming real-time network intelligence into a strategic asset.

 Delivering critical insights into users, devices, locations and connectivity.

 Connecting global mobile networks with businesses for better outcomes.



Aduna's growing ecosystem and reach



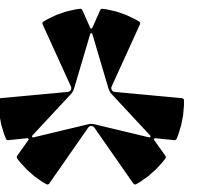
Note: The partners listed represent areas of strategic exploration and potential partnerships, not definitive agreements.

Aduna

Aduna: The Journey So Far - The Opportunity Ahead

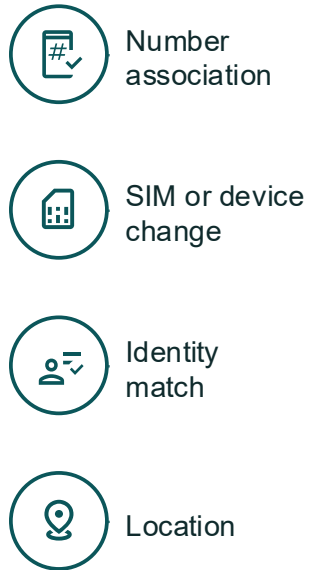
Joakim Uddenfeldt

Key Account Manager, Aduna

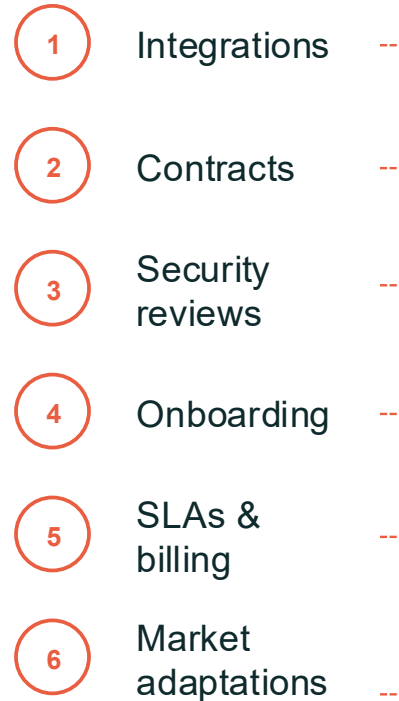


From fragmented signals to scalable access

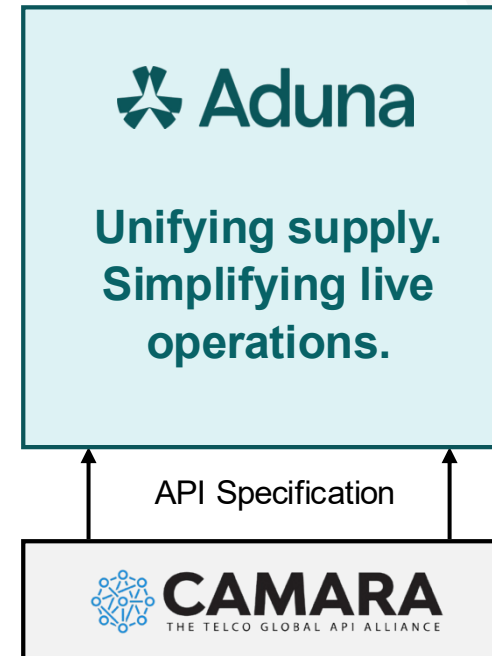
NETWORK SIGNALS



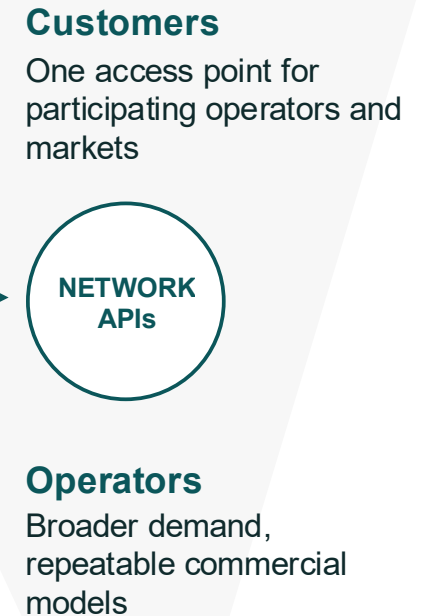
FRAGMENTED EXECUTION



SPECIFICATION + EXECUTION



SCALABLE ACCESS



Aduna turns operator network signals into a globally consumable, commercially repeatable and operationally dependable product.



Aduna Platform

USER PLANE

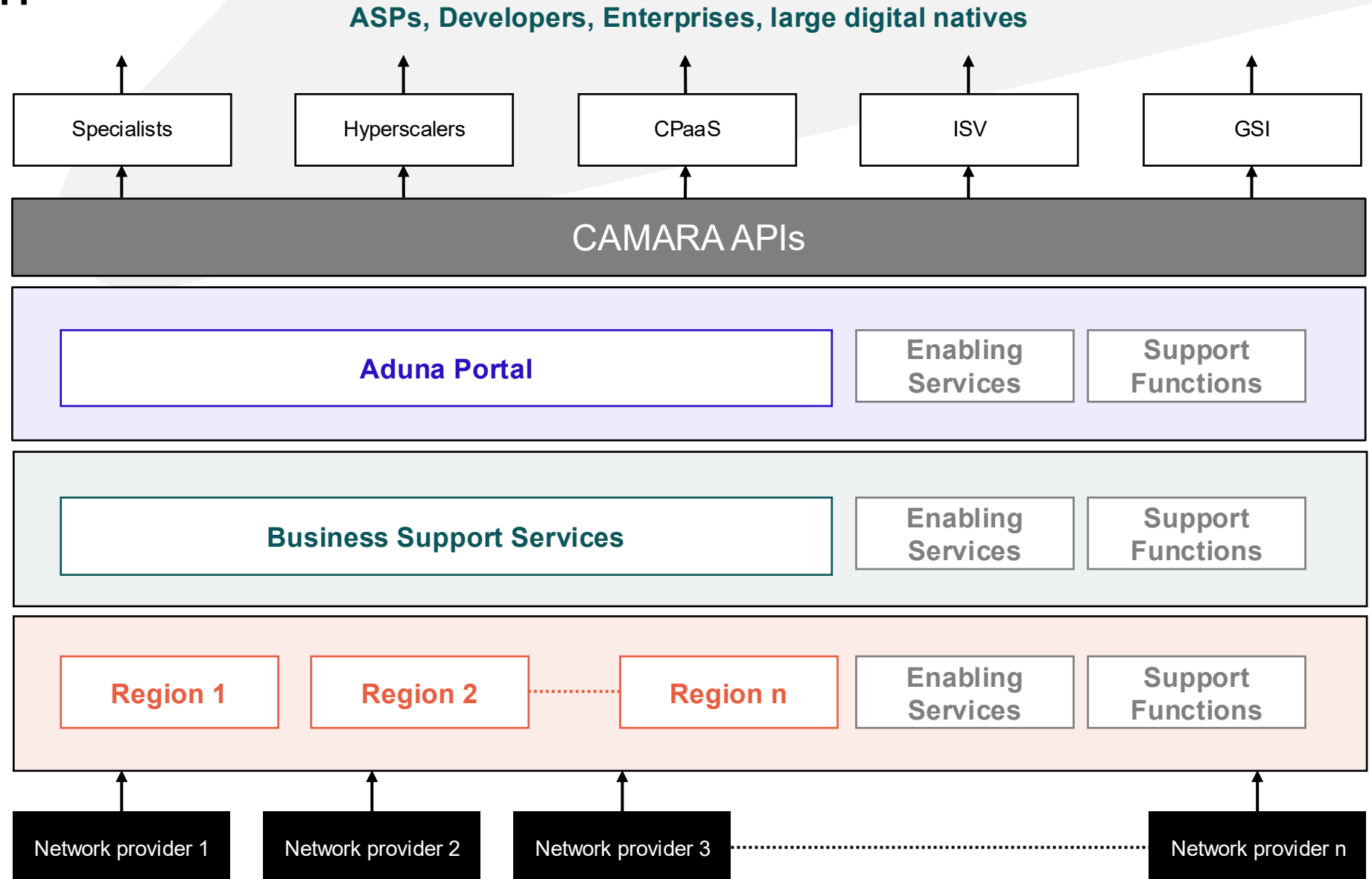
One consistent layer to discover and access network APIs

MANAGEMENT PLANE

Provides customers with capabilities such as billing and onboarding

TRAFFIC PLANE

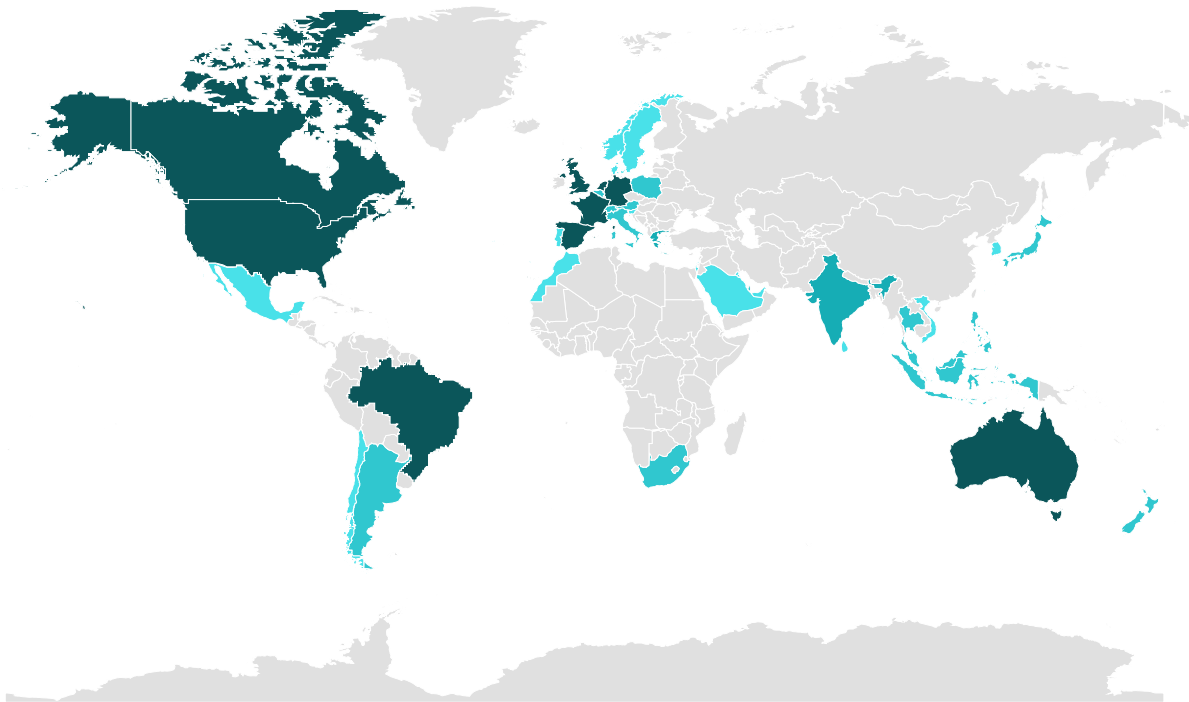
Decentralised runtime close to operators. Holds logic for API aggregation.



Aduna API Portfolio

5 LIVE APIs

9 TRAFFIC MARKETS



ENGAGED
Early

MARKETING
Implementing

SALES
Contracting

DELIVERY
Traffic

API PORTFOLIO BY MATURITY

AVAILABLE

- Number Verification
- SIM Swap
- Device Swap
- KYC Match
- Population Density

IN PROGRESS

- Scam Signals
- Call Forwarding Signal
- KYC Tenure
- Number Recycling
- Device Status Reachability
- Quality on Demand

PLANNED

- Verified Caller / Brand Registration
- KYC Age Verification
- Device Location Retrieval IoT
- Device Location Verification
- Device Status Roaming
- Consent Info

+60 NETWORK APIS

A commercial and technical foundation across authentication, fraud prevention, identity and network insight.

Aduna AI and MCP Strategy

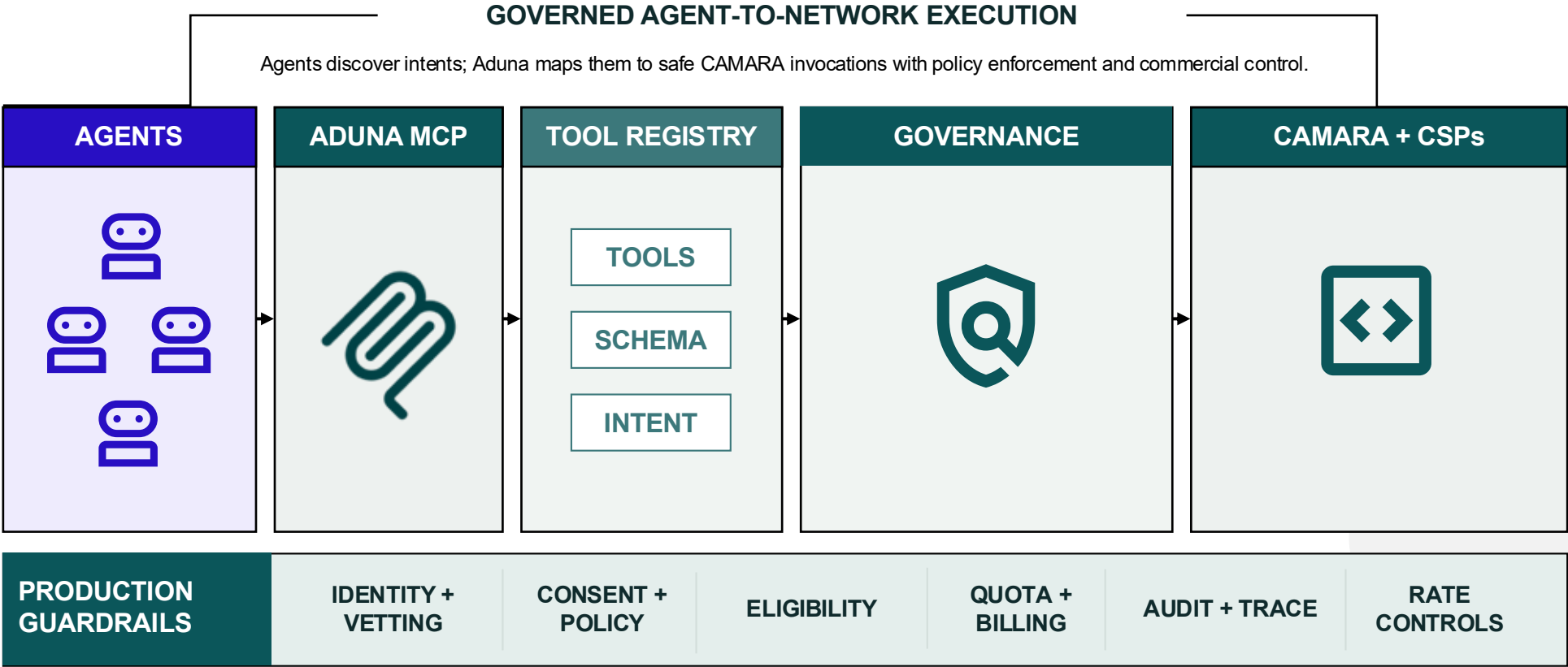
STRATEGIC POSTURE

NEUTRAL MCP LAYER

BUILD ON PARTNERS

OWN CONTROL PLANE

PREVENT
FRAGMENTATION



EXECUTION PATH

