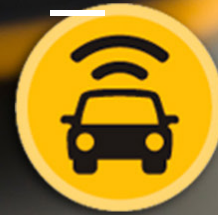


AQUTO CUSTOMER PROFILES

EASY TAXI, ACCELERATES WITH MOBILE DATA PROMOTION

HIGHER REGISTRATION RATES AND
MORE VALUABLE USERS



EASY



While companies like Uber and Lyft get the publicity, rivals like Easy Taxi are finding innovative ways to score new users as well. Easy Taxi is the most downloaded taxi app in Latin America. The Easy Taxi application connects taxi drivers and passengers allowing them to experience a fast, convenient and safe ride, at the tap of a button. The secret to becoming the number one service in Latin America? Going far beyond traditional user acquisition strategies.

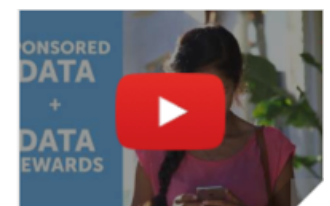
Easy Taxi partnered with Aquto to create a user acquisition campaign leveraging a mobile data reward which perfectly solved two major needs of the average Mexican consumer - mobile data and transportation.

The structure of the offer is simple—customers that download the app are rewarded with 50MB of mobile data for registering with Easy Taxi. Whereas typical mobile app download campaigns compete with the same old techniques, the Easy Taxi campaign offers a truly valuable bonus in a country where mobile connectivity and data can be inconsistent and expensive. Plus, since riders need mobile data to use the app, the fit is a natural.

“Aquto’s innovative approach to engaging consumers with mobile data is a great compliment to Easy’s digital marketing efforts,” said Carlos Torres, Digital Marketing Director at Easy Taxi. “Aquto’s service has produced quality results for Easy.”

“Quality results? Not only is the user registration rate higher for the data promotion cohort, but they also have proven to be more valuable. Users driven through the data promotion channel use the Easy Taxi app more than customers acquired via traditional marketing campaigns, and they are riding more frequently, which means more revenue for Easy Taxi and their partner drivers.

Video: <https://youtu.be/HjHY50BIM9s>



ABOUT AQUITO

Aquto is the leading provider of sponsored data monetization services for wireless carriers. Aquto's operator partnerships include Verizon, AT&T and Vodafone. Founded in 2012 with headquarters in Boston, the company provides businesses a frictionless way to improve the effectiveness of mobile campaigns -- from advertisements to m-commerce and app engagement -- while providing a valuable new service to mobile subscribers. For more information, visit www.aquto.com or follow @aquto on Twitter.