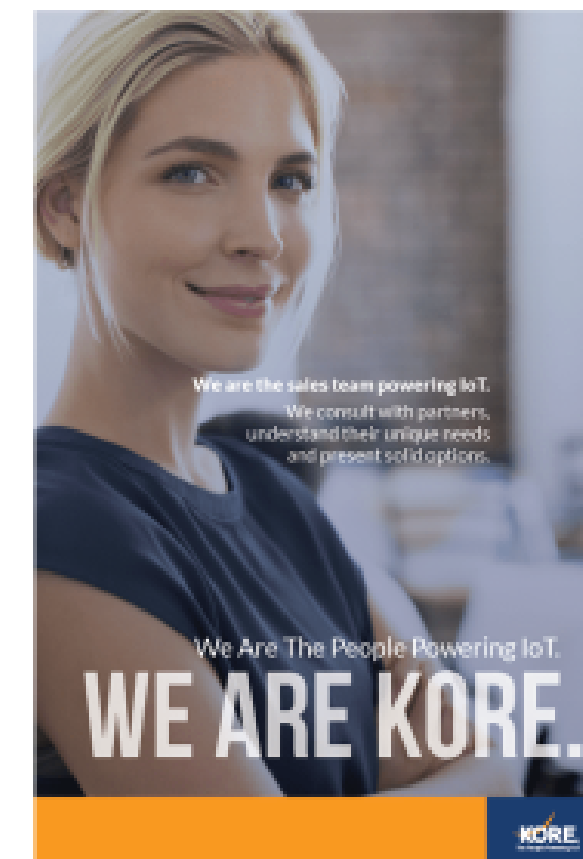
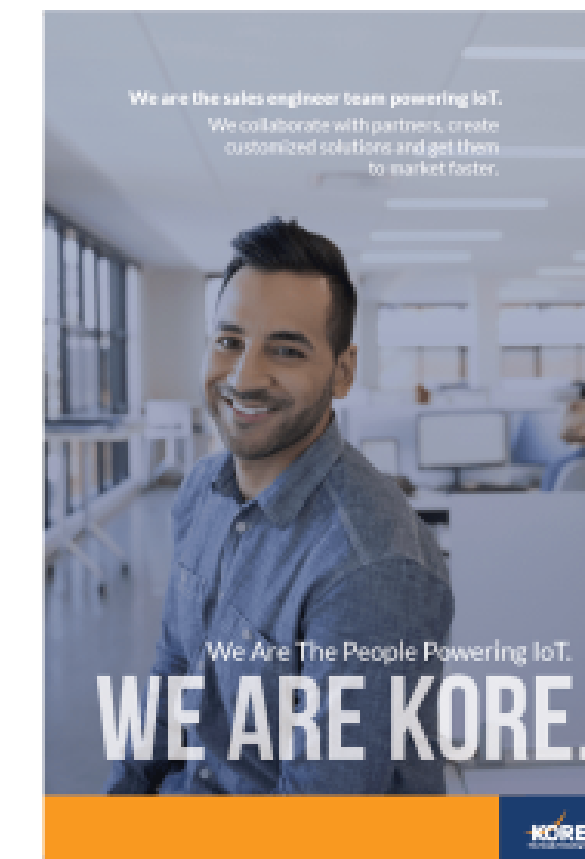


The People Powering IoT: An Integrated Campaign

KORE Wireless has long been a global player in the 2G / 3G / LTE space, providing connectivity to users around the world. But as their capabilities, reach and services expanded through acquisitions and organic growth, the company began to realize that their existing brand messaging had become fragmented in terms of conveying everything that KORE was capable of providing.



Messaging, Strategy & Execution

Having no specific message other than the actual products and services KORE offered, we needed to develop messaging that better captured our capabilities and their future vision. The "People Powering IoT" campaign was a way to simultaneously achieve two goals for KORE: Externally, to better convey to potential clients what KORE was all about, while at the same time internally unifying all of KORE's staff around the world and rallying them around a single, defining idea of what KORE was and what they as a company could accomplish.

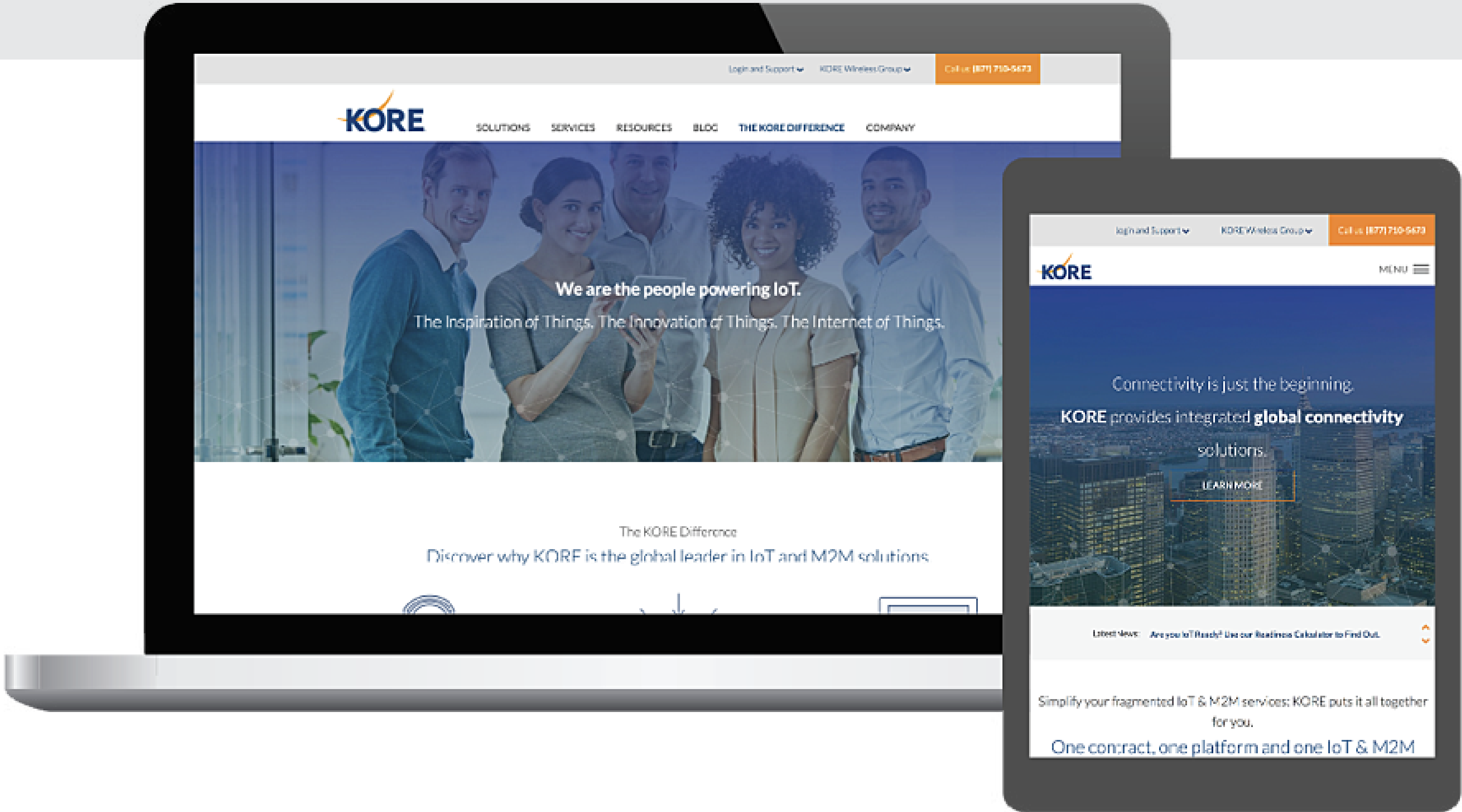
This campaign was executed on a wide variety of creative, including a responsive website redesign, posters, trade show booths and stand-ups, sales decks and other presentations, and other collateral, making The People Powering IoT an integrated campaign that has touched all aspects of KORE's brand and messaging both internally and externally.



When KORE went live with this campaign, website visits went up 30%, landing page visits went up over 18%, and landing page submissions rose by an astounding 73%.

Website

The KORE website was designed and built with a focus on lead generation and lead nurturing. Content is central to the strategy as is communicating the complexities of their offering in a concise and easy-to-understand way. The design and strategy was carried across all of the KORE regional website around the globe, including North America, EMEA, APAC and Brazil.



Corporate Brochures and Data Sheets

Numerous data sheets and a corporate overview were developed to feature KORE's variety of IoT and M2M solutions.



We are bringing together IoT service solutions

The Internet of Things, or IoT describes the world of connected devices operating independently to enhance and simplify complex enterprise and consumer experiences. We've been providing connectivity and services that make the IoT possible for over 10 years. We understand it and we're good at it.

Enterprises are hungry for new IoT applications and the demand is creating a significant business opportunity for KORE and our partners. From the core to the cloud, our products and services enable and empower our partners to achieve their goals and remain on the cutting edge of this rapidly growing industry.

Coverage	Pricing	Reliability	Control	Speed	Scalability
 With leading carrier partnerships, KORE provides the most complete offering of global coverage.	 Flexible and dynamic pricing plans allow you to have the competitive edge that you need.	 Giving, redundant, data redundancy capable of supporting mission critical applications.	 Award-winning tools provide the foundation for device provisioning, troubleshooting & controlling cost.	 More streamlined M2M/IoT experience than any other company in the world makes everything easier & gets you to market faster.	 Driven by leading network capacity, our geo-redundant infrastructure allows you to instantly scale up to meet demand.

M2M/IoT success is predicted on delivering in these areas

Why Partner with KORE?

We are transforming and simplifying IoT implementations to meet the evolving needs of our customers.



Managed IoT & M2M Service

What does it mean to be one of the leading managed service providers for IoT and M2M? It means that KORE simplifies the development and deployment of The Internet of Things (IoT) and Machine to Machine (M2M) applications across the globe. We offer our channel partners the freedom to build and choose a custom solution specific to their customers' needs and requirements. For our partners, it means that we will enable their end users with the entire application solution vs. competitors who only offer some pieces of the puzzle.

Scalable Connectivity Platforms

KORE's award winning PRISMPro Management Platform supports global Networks and Devices, Cellular and Satellite. PRISMPro offers a complete feature set that includes real-time, customizable reporting device and network management, provisioning, billing and usage alerts. It is tied to the leading service delivery platforms used by MNO's and standardized to deliver a single set of management tools.

Global Services

KORE works with Tier 1 carriers, for true global coverage: AT&T, EE, mmarsat, Iridium, Rogers Wireless, Optus, Sprint, T-Mobile, Telefonica, Verizon, Vodafone, Vodafone Australia, O2, KPN, Claro, Vivo. This collaboration of trusted partners offers the best in carrier cellular and satellite network services as well as advanced applications to easily manage IoT connected devices.

Technology Solutions

IoT solutions require a breadth of complex pieces of technology before they are ready for market. We've built our company integrating with the leading MNO's and OEM's to provide our customers with one location for all their IoT requirements. We standardize billing across multiple carriers, build and support private network connections and offer Tier 1 customer service on all things connectivity regardless of the network issue. Allowing KORE to be the single point of contact eliminates support times, decreases costs, and improves productivity for your partners and customers.

Global eSIM

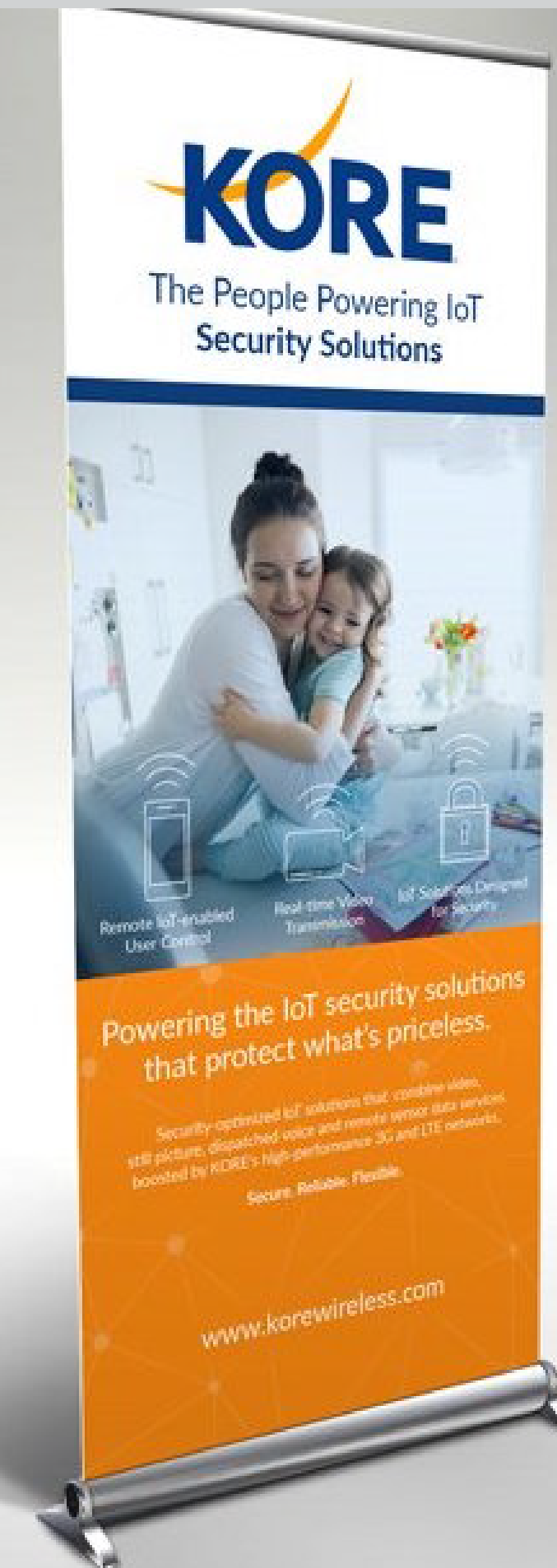
Multiple, customizable options to fit the needs of your company. KORE offers a variety of services to accommodate your need for IoT global technology. With options like "Bring Your Own Carrier" Single API Open Architecture, eSIM, Multi-IMSI, custom SIM rate plans, and end-to-end security features, you have the flexibility to connect to the Internet of Things on your terms with our reliability.

App Platforms

KORE offers enhanced software platforms to speed customer delivery and data management in large scale IoT deployments. Flexible, fully featured and tailored to fit your unique business needs. A market-leading Applications Enabling platform solution, Position Logic.

Trade Show Exhibits

Trade show exhibits items included roll-up banners, wall displays, and a 40' x 50' booth for the CTIA Wireless Industry show in Las Vegas.



Corporate and Sales Presentations

The presentations are used by KORE's C-suite and other high-level executives to provide an overview and introduction of KORE to potential partners. The design is flexible, easily edited, but still provides a polished a professional image of the company.

The Issues
Putting together IoT solutions can be challenging. We can help.

KORE

Flexible Pricing
Our flexible pricing plans afford you complete control.

KORE

Reliability
High Reliability IoT and M2M Considerations

KORE

Control with PRISMPro
Multiple Carriers, One Platform

PRISMPro

- ✓ Troubleshooting: Troubleshoot data issues and easily switch carriers for better service.
- ✓ Provisioning: Activate, deactivate, and suspend devices in real time.
- ✓ Cost Controls: Assess usage patterns to optimize costs and ensure compliance for billing and audits.
- ✓ Controlled Configuration: Set up devices with pre-configured profiles to ensure consistent performance and security.

KORE

KORE
The People Powering IoT

The Inspiration of Things. The Innovation of Things.
The Internet of Things.

M2M/IoT Application Scalability
One Contract, One Platform, One Connection

KORE

Control with PRISMPro
PRISMPro

PRISMPro is the world's most comprehensive IoT management platform. It's the only platform that offers a single point of control for all your IoT devices, no matter how many carriers or platforms you use.

KORE

Client Testimonial

An unsung hero in the success of Audi connect®. The expertise they bring to the table has greatly enhanced our ability to be the first-to-market.

Angus McElroy, Sr. Manager, Connected Vehicles

KORE Audi

Case Study
Instant Care® KORE

The Challenge
Reducing the cost of a fleet's maintenance program while improving uptime and reliability for all parties.

The Solution
Instant Care's cloud-based system provides comprehensive access to all fleet data, enabling proactive maintenance and reducing downtime.

Results
Significant savings in fleet maintenance costs, with a 15% reduction in repair costs and a 10% increase in fleet uptime.

We understand the important role our solution plays in your daily lives and we are dedicated to providing the highest quality system to deliver "aging in place" availability to a greater number of people.

Robert Burns, Jr.
President, Instant Care

Instant Care

KORE

Complete End-to-End IoT Solutions
IoT and M2M success is built on fundamentals.

KORE

Accreditations & Awards
KORE has been a dedicated leader in M2M & IoT since 2003.

We have been honored with accolades for services, platforms, products, leadership and company growth.

What is M2M/IoT about KORE?

Speak with a KORE representative and see how our IoT and M2M solutions can work for you.

KORE

Integrated Control & Management
Device Management Control Considerations

KORE

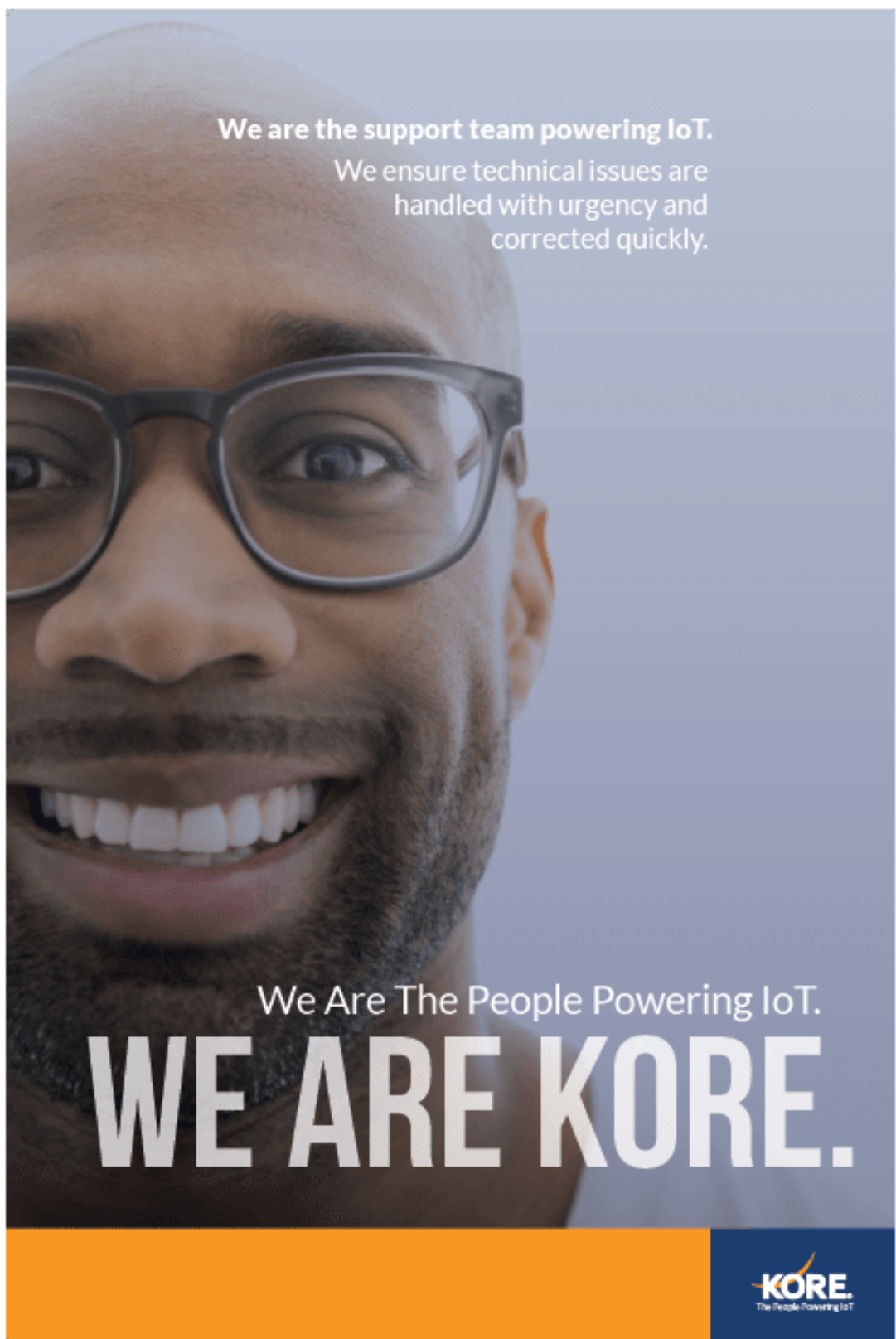
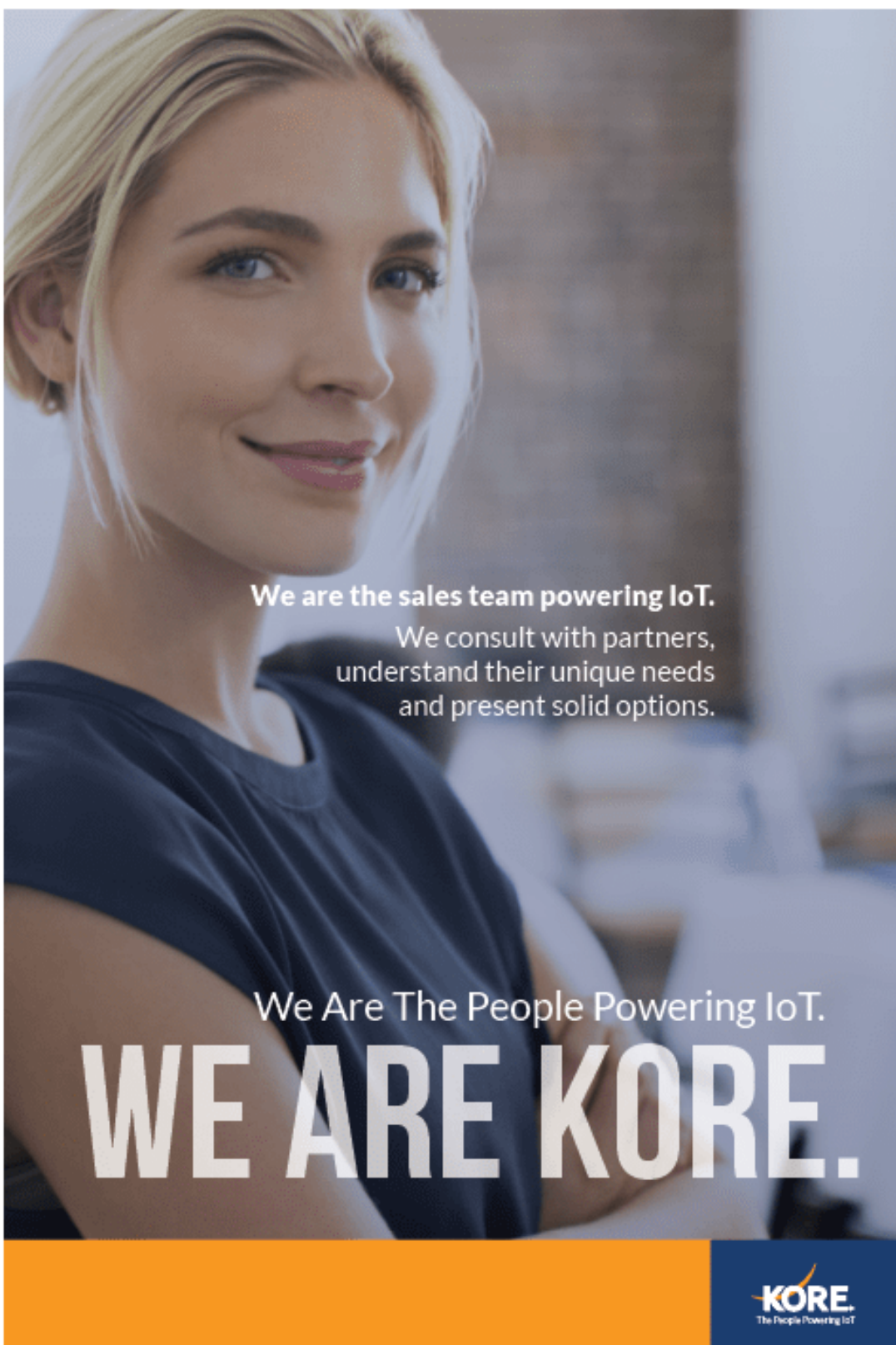
IoT is Transforming Industries
The Internet of Things reaches across industries and around the world. So does KORE.

Security **Fleet Tracking** **Healthcare**

KORE

Employee Engagement Posters

The "People Powering IoT - We are KORE" posters were written and designed for internal display within KORE's offices. They are specific to business units and reflect the various ways in which KORE employees can come to work each day and recognize that they are The People Powering IoT.



Social Media

Coverage from Events...

