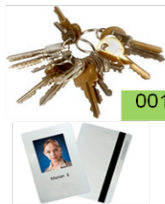


1 : The concept



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- All keys and cards in a mobile phone,
- Very high security level (Encryption),
- Losing keys is no longer an issue, no locks to change,
- Keys can be sent over the air to friends, family and other trusted third parties,
- Keys with time and day limits,
- Emergency opening with any mobile phone,
- Very simple user interface
- Compatible with all mobile phones

Hotels : receive your room key on your mobile phone, go straight to your room, no queuing at the front desk !

Offices, universities, plants ...: all your keys and badges in your mobile phone with real time validation and valuable information, **Elderly services at home :** nursing, emergency and catering staff can access premises securely,

Home : Control and manage all your keys, authorize/cancel third parties to your house, block and replace lost keys ...

2 : Company profile

OPENWAYS SAS was founded in November 2009 by the former President of ASSA ABLOY Hospitality EMEA a company of the Swedish ASSA ABLOY group (the world leader in locking systems, access control components and identification technologies).

OPENWAYS focuses on credential dematerialization with over the air secured delivery to mobile phones. In other words, OPENWAYS sells a modern service to use mobile phone instead of keys, cards and badges for the purpose of opening doors.

OPENWAYS filed several patents and produced demonstration prototypes.

OPENWAYS succeeded with a first fund raising in December 2009 and has already some contracts with very large customers in the USA.

3 : The market opportunity

Over 4,4 billion mobile phones are in active service today. This number continues to grow fast thanks to the emerging countries.

Mobile Network Operators are seeking new services to sell in order to sustain growth. Mobile Network Operators are investing in mobile based contactless solutions such as: payment, ticketing, loyalty and access management.

Service providers want to leverage the ubiquity and the power of mobile phones to get closer to their customers and to offer new services.

Applications are today at the center of the mobile phone industry strategy.

Billions of keys and cards are used on the planet to open billions of doors.

Keys are not secured, very difficult and expensive to manage, very unpractical to exchange and a real pain when lost.

With the world leading company controlling less than 20% market share, the lock industry is a highly atomized industry. Equally important, the technologies and patent used for keys hardly evolved for the last 150 years.

Keys / cards and their management represent an important burden and cost for users.

Keys and cards have an important carbon footprint; their dematerialization represents a true "green" opportunity.

The market opportunities for OPENWAYS belong to both the B to B and the B to C segments.

4 : OPENWAYS objectives and strategy

OPENWAYS's ambition is to become the world leader in mobile based credential issuance with over the air delivery by focusing first on commercial electronic locking and access control systems, while at a second stage of its development OPENWAYS will address the residential market. OPENWAYS wishes to grasp the first mover advantage while being technology agnostic and flexible.

OPENWAYS strategy consists of:

- Offering a solution that works today on the 4,5 billion+ mobile phones in service,

- Offering a solution fully interoperable between phone and operator,
- Offering a neutral position to the industry,
- Offering an attractive business model to integrating partners,
- Addressing in 2010 highly visible B to B markets to engage afterwards with B to B to C markets.









5 : The business model

In the B to B to B segments, OPENWAYS sells mobile based services and applications through a network of integrators; manufacturers and specialized channels. OPENWAYS also sells integration components to the lock and access control manufacturers worldwide. Mobile based credentials (keys) are sold to the professional end user on a per user/per year unlimited usage license or on a pay per issuance license. To motivate the partner network, OPENWAYS shares its revenues for the lifetime of the usage. OPENWAYS invoices its partners which are invoicing their customers.

At start, OPENWAYS focuses on the following markets : Hotels, Hotel chains, Access management for offices, SME and nomadic work force, University housing, elderly home care service providers and the South Korean residential market.

In the B to B to C model, OPENWAYS partners with Mobile Network Operators and other service providers such as alarm companies for selling its mobile phone based key services. OPENWAYS shares revenues with its partners.

6 : The Team

	<p> Pascal METIVIER (Founder & CEO) : 16 years of experience in the Access Management, electronic lock, and door hardware industries in leadership positions around the world (Europe, USA, Asia). Start up and turn around experiences. 12 years experience with supplying technology and security solutions to the Hotel industry worldwide.</p> <p><u>Previous responsibilities:</u> President EMEA / LA for ASSA ABLOY Hospitality (2004-2009): holding the VINGCARD, TIMELOX, ELSAFE, UNIQEY, SAFEPLACE companies. Founder of the ASSA ABLOY mobile phone NFC initiative : DIGITAL SESAME</p> <p><u>Others:</u> ONITY (UTC group), SENERCOMM (UTC), CISA Security Products Inc, CISATRON Ltd, CISA Spa, SECURIDEV / FONTAINE.</p> <p><u>Education:</u> IMD Lausanne (Leadership program), Wharton Business School, University of Pennsylvania.(M&A program), ISC Paris MBA, DECF (Accounting and Finance for CPA), EDC Paris.</p>
	<p> Maurizio ZAMA (COO) : 10 years experience in the electronic and automation industry in R&D, supply chain and quality assurance. 8 years experience with supplying technology and security solutions to the hotel industry worldwide. 5 years experience in hardware and software design.</p>
	<p> Joshua B. Alper: (Business development): 25 years experience in electronic locking systems. 15 years experience in systems integration. 9 years experience in cell phones based locking systems and mobile locking solutions.</p>
	<p> Paul Zimmerman: (Business development): 15 years experience in electronic locking systems and access control systems with TIMELOX (ASSA ABLOY group). 10 years experience in systems integration. 15 years experience with security systems within the Casino/ Gaming industry</p>

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