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## **Movile launches Wavy: bundling the company's content operations, messaging and mobile carrier businesses**

*The business starts as leader in Latin America with an annual revenue of US\$ 100 million*

**São Paulo, January 2018** - [Movile](#), a global leader in mobile marketplaces, announces today the launch of Wavy, a business that bundles the content and messaging offerings of the Group. Wavy begins its operations with an average revenue of US\$ 100 million per year, plus 100 million active users and 400 content partner companies, including more than 40 Latin American mobile carriers. In addition, as a local leader in cloud messaging platforms in Latin America, with more than 7 billion business messages sent per year, Movile's new brand already enters the market as one of the largest global players in the segment.

"Movile's been working in content and messaging since its foundation. We have an extremely strong knowledge base about the business and how to deliver the best experience to our customers and partners. Now, with the strengthening of companies such as MessageBird in Europe and the evolution of companies such as Twilio in the United States, we believe that with Wavy, we have incredible global potential. With this launch, we want to continue to expand our footprint." says Fabricio Bloisi, Movile's CEO.

Under Wavy, Movile Group's operations in mobile content development, corporate communications tools, white label applications, and other services are bundled under one brand, providing a more clear offering for potential customers. "Movile began as a mobile content company and with the creation of Wavy we want to establish ourselves even more in the market, doubling down on the business that we already lead in Latin America.", affirms Ricardo Souza, General Manager of Wavy.

Wavy's portfolio includes products in the areas of:

- Education: products focused on B2C, offering educational content for customers
  - Vivo Educa - a video lessons app for all ages, with various types of digital educational content;
  - Vivo Meditation - a meditation app that helps you develop concentration and the ability to deal with stress and anxiety through guided meditations by the voice of Master Satyanatha;
  - Tim Gourmet - offers a complete service for those who want to have an unforgettable gastronomic experience. The app has chef Claude

Troigrois' recipes and chef secrets, along with restaurant tips and gastronomic events that are close to you;

- Chatclub: products focused on B2B messaging, making it better for companies to communicate with their customers, including SMS, RCS, voice messages, email and bots;
- Partnerships: products focused on establishing strategic partnerships with companies that wish to adapt their content in mediums that best meet their clients needs, such as: games, bots, apps, among others. The company has built success cases with SBT, Record Group, UFC and others.

For more information about Movile, please visit: <http://www.movile.com/#/>

### **About Movile**

Movile is a leader in mobile marketplaces and strives to make life better for 1 billion people through their applications. Movile as a group, operates in Brazil, the United States, France, Mexico, Colombia, Peru and Argentina, and, altogether, has more than 150 million monthly active users combined on its leading platforms. With 1600 employees passionate about the same dream, the company is motivated to take risks and empowered to build new businesses with global potential. Movile's active in several segments including food & groceries delivery, tickets and education.