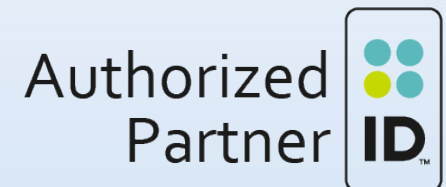




Verus Branded Calling ID: Revolutionizing Call Trust Engagement

Leveraging Verified Caller Information for Enhanced Communication



The Problem



Unanswered Calls

Americans typically ignore calls from phone numbers not in their phone contacts.

Nearly 8 out of 10 customers will not answer calls from unknown or unmarked numbers as spam.

Customers said they would answer calls if they received a more visual indicator. Name, Logo, Reason, Verification mark, to show the call is from a trusted source.



Undelivered Messages

Unanswered calls mean important alerts, reminders, and notifications go undelivered reducing customer satisfaction, and increasing enterprise customer care costs.

Until now, the marketplace has offered fragmented, proprietary branded calling solutions that were not interoperable, secure, or fully protected against bad actors.



Branded Calling

To address this challenge, the industry collaborated and developed an interoperable solution to deliver branded calling.

Implementing rigorous data vetting and validation and end-to-end security by design, built upon open and transparent STIR/SHAKEN standards.

What is Verus?

Branded Calling IDTM is the most secure, scalable, and interoperable solution to help enterprises engage with their customers confidently and securely, saving businesses time and money, while increasing consumer trust and engagement.

A standards-based Rich Call Data (RCD) solution with end-to-end security.

- Restores consumer trust in voice communication.
- Transparent and trusted ecosystem vetted by Verus Authorized Partners.



What Makes Verus Different?

The Verus Ecosystem



Open, transparent, and trusted ecosystem

Detailed and rigorous vetting & validation of enterprise data



Standards-based Rich Call Data (RCD) solution that incorporates end-to-end security by design



Multiple roles performed by participating **VERUS** Authorized Partners



Common **VERUS** terms & conditions and adherence to industry best practices that are subject to compliance reviews

Cases for Enterprises

REDUCE

Reduce missed calls with branded verification.



TRUST

Enhance customer trust and engagement.

EFFICIENCY

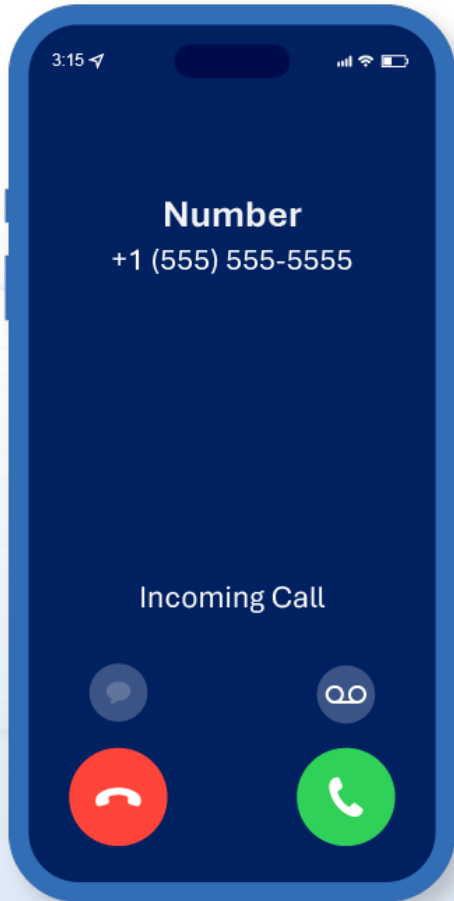
Boost operational efficiency with secure and scalable solutions.



PROFIT

Revenue growth through higher call acceptance rates.

Survey Insights



CHALLENGES

WITH CALLER TRUST

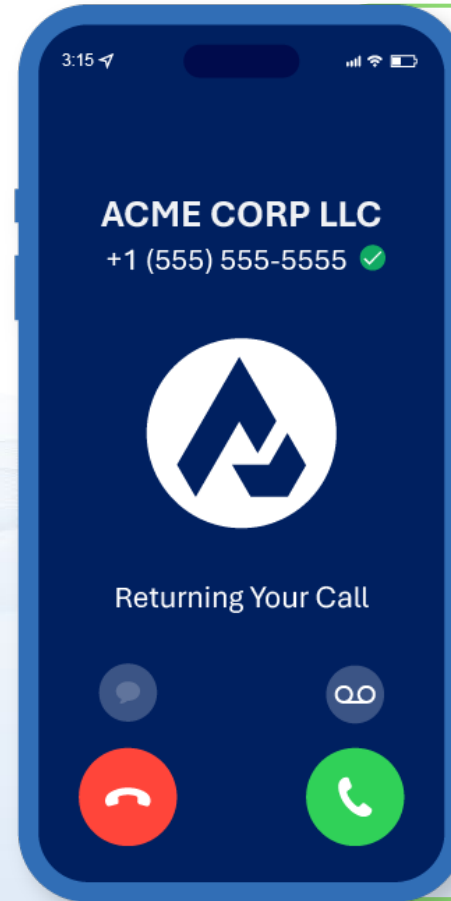
78%

Respondents answer less than 50% of calls with unknown numbers.

51%

Report missing legitimate unexpected calls due to lack of caller ID.

IMPACT OF MISSED CALLS CAN EQUAL MISSED BUSINESS OPPORTUNITIES



VERIFIED

CALLS DRIVE ENGAGEMENT

79%

Consumers consider pre-acceptance call warnings important.

75%

Are more likely to answer calls with verified indicators. **Caller Name, Logo, Reason for call.**

VALUE OF BRAND INDICATORS EQUAL TRUST AND LEGITIMACY

Verus' Commitment to Trust



Independent Vetting & Verification – One Stop

Enterprise telephone numbers, caller display names, logos, and call reasons are thoroughly vetted by Verus Authorized Partners to ensure caller authenticity.

Verus is the only market one-stop solution that leverages independent Authorized Partners who are required to comply with industry-defined best practices and common requirements.



Cross-Network Coverage & Interoperability

Trusted and secure network interoperability is the Verus ecosystem difference. Built on industry collaboration, leveraging STIR/SHAKEN standards, and using the highest level of trust-anchor security.

Verus enables the display of branded calling information with the greatest degree of end-to-end data integrity.

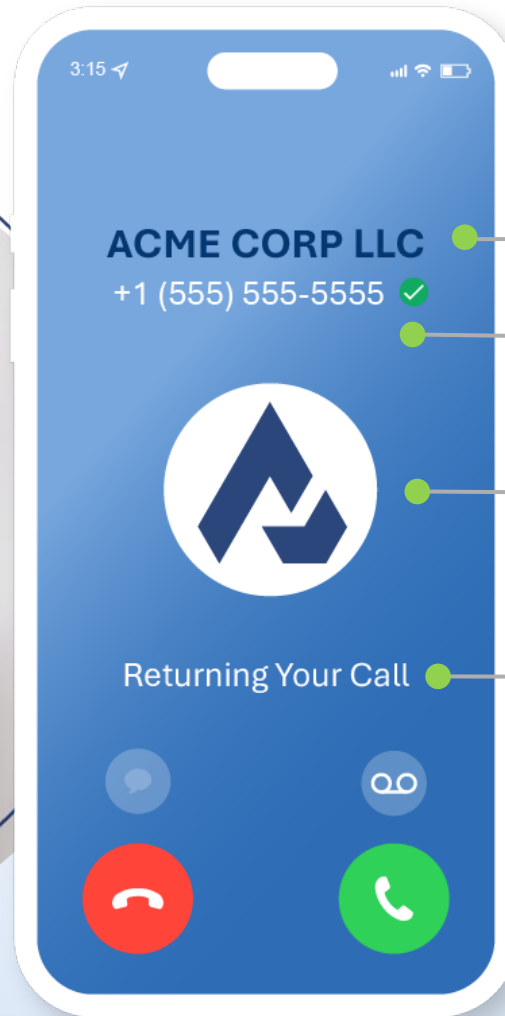


Confirmed Call Delivery Reporting

Verus is the only ecosystem where businesses receive a confirmation that each branded call was delivered to a consumer's phone.

Authorized Partners receive detailed monthly reports of branded calling activity and enterprises only pay when the Verus platform confirms display.

Branded Calling



Name of the caller displays

Verification indicator

Caller Logo displays on screen

Reason for the call