

BEYOND BOUNDARIES
Accelerating MVNO Hyper-Growth
via AI & TERMINAL-SIDE SOLUTION

FRANK ZHANG

Senior Director of Product Development





Speaker

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Senior Director of Product Development



Frank has over 20 years of experience in the telecommunications and ICT industry. As an early member of uCloudlink, he previously served as the Sales & Operations Director for the EMEA region and General Manager of uCloudlink UK. In these roles, he spearheaded B2B/B2C business development, key account management, and overall market operations. With a robust background working for leading telecom equipment vendors in Europe and major operators across the Middle East and Africa, Frank has extensive expertise in managed services, network evolution, and strategic solution development. Currently, as Senior Director of Product Development, he leverages his deep technical roots and market insights to drive product innovation and technical strategy. Frank holds a Master's degree in Optical Engineering from Zhejiang University and a Bachelor's degree from Wuhan University. He is a recognized expert in transmission and mobile access networks.

The Hyper Growth Dilemma



- High CAPEX
- Price War



- Localized blind spots
- Coverage gaps
- Tariff friction



- 20%-50% Annual Churn Rate*

STRATEGIC
FRAMEWORK

1

The Terminal-Side
Solution.

 uCloudlink
Solution

The New Business
Blue Ocean.

STRATEGIC
FRAMEWORK

2

*Data source: studies from GSMA

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STRATEGIC
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Shifting Intelligence to the Edge

ASA

All-SIM Architecture

**One SIM-Card
Access to
Multi-Carrier Networks.**

**Zero-Negotiation
Global Access**

**Low Congestion
Connectivity**

390+

**Carrier
Partners**

200+

**Countries
Coverage**

Framework 1 - The Terminal-Side Solution

Shifting Intelligence to the Edge

AI HyperConn®

The Premier Millisecond-level Scheduling Engine

Dynamic Speed
Vs.
Cost Optimization

Highly Resilient
Handover

One Account
Global Access



Home
Wi-Fi



Mesh
Network



Carrier
Signal



In-flight
Connectivity



Satellite
Emergency

Hard Financial ROI

Traditional Base Station
Building Cost

\$560,000

Builds: **1** Isolated Tower

5 to 7 year
payback cycle.

High-Risk CAPEX Trap

VS

uCloudLink
Terminal Edge

\$560,000

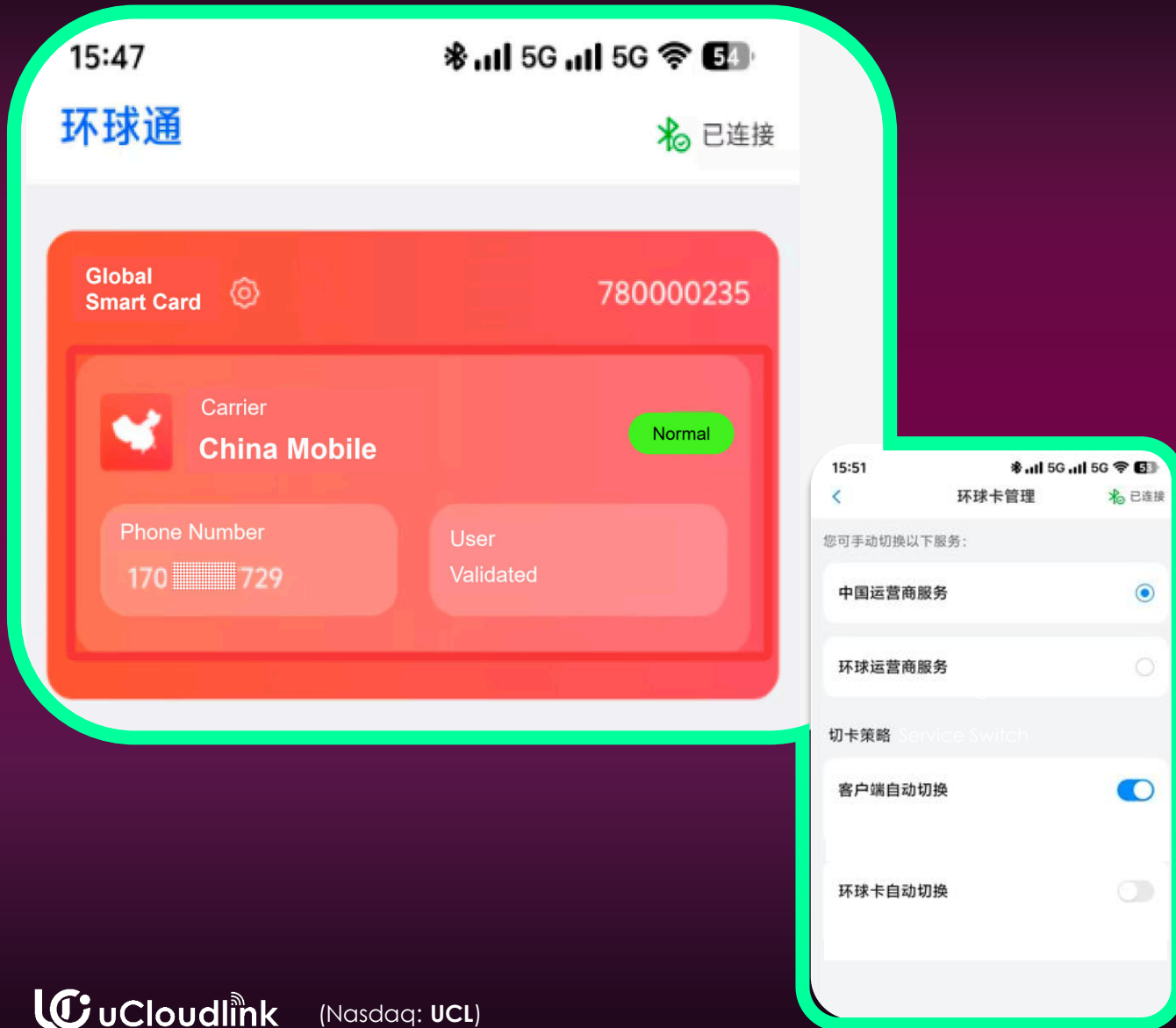
Deploys: **112,000** Smart Terminals

\$33.6 Million potential
annual revenue.

- Dynamic Blind-Spot Patching
- Highly Resilient Handover
- Proven Churn Reduction: **12% → 9%**

Framework 1 - The Terminal-Side Solution

Case Study



Pilot Case:
successful pilot with
China Mobile
the largest MNO in China

Achieved a major milestone in
joint card-issuance and
live network provisioning tests

Challenge

Quality and Cost of Global Roaming Services

Solution

Joint issuance of the Global Smart Card

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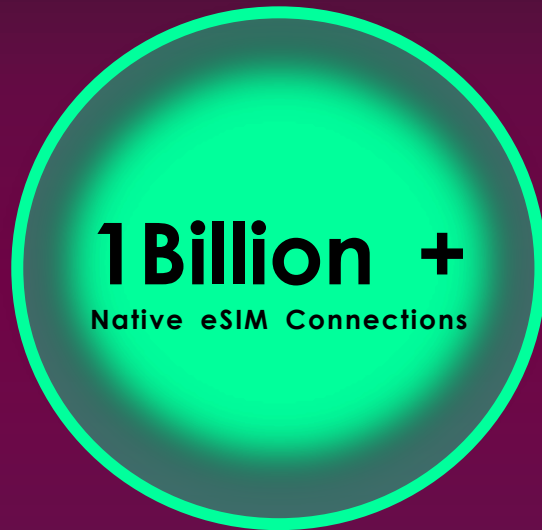
The New Business
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STRATEGIC
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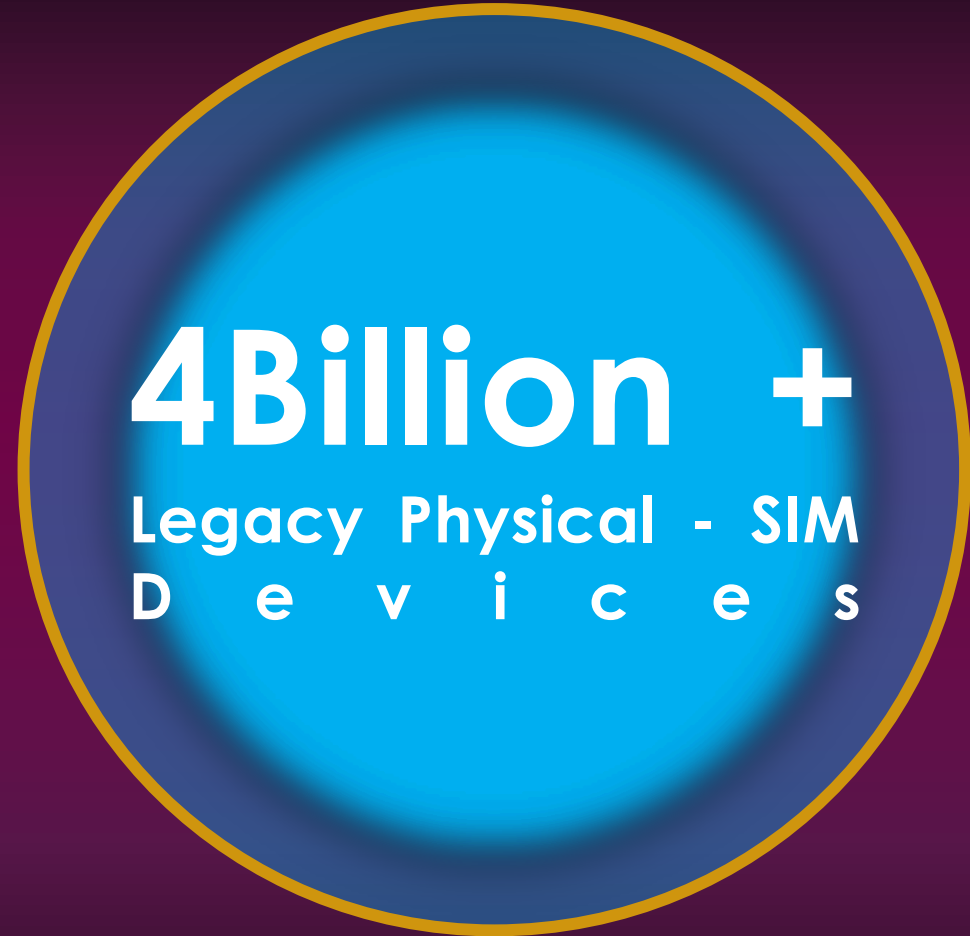
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Shifting to Dual-Track SIM Dominance



The Visible Native eSIM Market

VS



The Untapped Blue Ocean - Physical SIM Market

Introducing GlocalMe eSIM Trio



DFN 2x2 Form Factor

Hardware-Level Integration

Fuses OTA SIM, standard eSIM, and ASA into a single physical card. Instantly **upgrades legacy devices.**

1. Primary IMSI

(Host Operator)

Guarantees complete strategic control over your local core network.

2. Global Extension

(Based on uCloudlink ASA - Global Multi-Carrier Network)

Real-time coverage patching. Upgrades a passive secondary slot into a highly resilient primary connection.

Framework 2 - The New Business Blue Ocean.

Introducing The "Life Community" Ecosystem: PetPhone

New Active Cellular Line Opportunity

The global pet tech & wearable market has surged beyond **\$3 Billion** with a **14% CAGR**

AI-powered for pets
CONNECT, PLAY, PROTECT

Hardware Product



PetPhone

The 1st AI powered Smartphone for Pets

Software Product

A digital ecosystem, and centralized platform for human-pet connectivity. It pairs proactive protection (pre-escape alerts) with interactive fun (2-way PetChat and music playback), AI Emotion detection feature and wellness tracking (steps/calories), creating a joyful, AI-connected world for you and your pet.



petpogo app

Framework 2 - The New Business Blue Ocean.

Introducing The "Life Community" Ecosystem: MeowGo G50 Max

New Active Cellular Line Opportunity

MeowGo G50 Max
The AI-powered 5G connectivity hub that integrates "orbital, in-flight, and ground-based" networks.

5G + Satellite

skylo CERTIFIED

HOME WI-FI OFFICE WI-FI HOTEL WI-FI On-The-Go Connectivity In-Flight WI-FI Satellite Emergency AI Voice Interaction Features

- Voice Conversation
- Language Translation
- Voice Control
- Purchase Plans via Voice Commands

The AI-Powered 5G Elite Connectivity Hub (Air-Ground-Satellite Integration).

- Satellite SOS Emergency Messaging Backup
- Hyper-Resilient 5G Professional Connectivity
- Heavy-Duty Multi-Device Smart Link (Up to 16 Devices)

Conclusion

STRATEGIC
FRAMEWORK

1

The Terminal-Side Solution.

To bypass rigid carrier
negotiations and slash CAPEX

 uCloudlink

Solution

The New Business Blue Ocean.

Capturing our innovative products
like the eSIM Trio card and the
PetPhone.

STRATEGIC
FRAMEWORK

2

**Now, Scaling Your Global Business
Starting with Zero Infrastructure Cost!**

THANK YOU & OPEN FOR Q&A
PLEASE VISIT OUR BOOTH FOR FURTHER DISCUSSION