Main remaining barriers are:

Affordability  Accessibility  Relevance  Usefulness
KaiOS makes access and usage of mobile internet a reality for all
Enabling affordable phones & data
$13 to 25 Smart Feature Phones with access to internet and apps

What does a KaiOS phone offer?

The world’s most popular apps
Including WhatsApp, YouTube, Facebook, and Google Maps.

Battery for days
Long-lasting battery life that can last up to 5 days.

Connectivity
Wi-Fi, 3G/4G/LTE, VoLTE, and GPS.

Voice control
Use voice to open apps, navigate, and type.

Durability
Withstands shock better than touchscreen phones.

Affordability
Smartphone functionalities at less than half the cost.

KaiOS
enable tomorrow
Accessible
Designed for first-time internet users

- Familiar user experience
- Voice assistant
- Localized (80 languages)
56% of the web in English only; only 5% of world population are native English speakers.

Arabic content represents 0.8% and Hindi 0.1% of web content.
Useful

Empower users to grow wealth

• Access to mobile money and banking
• Access to micro insurance and credit
• Enable communities to create local services and content
Case study India

\(~900M\) people not connected to the internet in 2017.

- **Digitally excluded**: Not in possession of their first digital device
- **Mobile, voice & text only**: Mobile phone users waiting to be converted to data services
- **Connected, Internet citizen**: Mobile Internet users

Total population: \(1.35\ B\)

KaiOS-enabled JioPhone Free
$0.68

Cost of 1 GB of data with JioPhone

Source: Reliance Jio website
Locally relevant content on JioPhone
India is now in the top two mobile data usage worldwide.

### Results:
**JioPhone effect on data cost in India**

<table>
<thead>
<tr>
<th>Year</th>
<th>Average data tariff, Rs per GB</th>
<th>Data usage per month, GB</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>₹226 ($US3+)</td>
<td>0.4GB</td>
</tr>
<tr>
<td>2016</td>
<td>₹79</td>
<td>1.18GB</td>
</tr>
<tr>
<td>2017</td>
<td>₹19</td>
<td>4.13GB</td>
</tr>
<tr>
<td>2018</td>
<td>₹5.14 (Jio) ($US0.07)</td>
<td>10.6GB</td>
</tr>
</tbody>
</table>

Cost ÷ 44

Usage x 25

Sources:
Join us in closing the digital divide
Partnerships, content, and other questions

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