Anonymous to Authenticated

Enabling a Trusted Omnichannel Communication

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FIRST ORION



The Trust Gap

Authentication protects the ecosystem — but it does not influence user behavior alone.

DRIVER 1

Authentication protects the ecosystem — does not influence user behavior alone.

DRIVER 2

Consumers are making real-time decisions with limited visible context.

DRIVER 3

Industry fragmentation has created inconsistent trust signals.

RESULT | Legitimate communications ignored • Trust erosion persists

CORE NARRATIVE SHIFT, TRUST YOU CAN SEE

Trust must move from invisible infrastructure visible experience.

Consumers

72% do not answer calls from unknown numbers

98% received an unwanted call in the past year

Enterprises

~9% average block rate when Call Authentication is deployed

Ecosystem

~2B+ Scam calls identified monthly

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Driving Trusted Voice Communication

LAYER 1

A consumer experience layer

Recognition and context when the call reaches the device and available in the native call log, providing verified data in the moment

LAYER 2

A trust infrastructure

Foundational verification processes, call security, and vetted consumer-visible identity instills trust and confidence

LAYER 3

A brand protection mechanism

Brand spoofing detection and protection on a per-call basis that also protects the consumer

Call Authentication Anchors Verified Brand Identity

WHO IT SERVES

Consumers

Recognition and reduced ambiguity — a call from a legitimate business is immediately identifiable

Enterprises

Stronger and trusted brand presence, increased engagement and confidence in the voice channel

Ecosystem

Broader trust and clarity across all industry participants when all components of verified identity are met

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Who is this?

- Unknown
- Hesitancy
- Ambiguity
- Distrust



Instilling Confidence

✓ **Per-Call & End-to-End**

Between the business and the TSP, without network interference

✓ **Robust and Reliable**

Always available and repeatable for every legitimate outbound call

✓ **Scalable**

Must scale regardless of call originator size, TNs, or outbound calls volumes

✓ **Accurate and Measurable**

Brands, consumers, and carriers depend on its accuracy and operational excellence

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Branded Messaging as Trust Infrastructure

THE TRUST GAP

Unknown numbers, one-way blasts

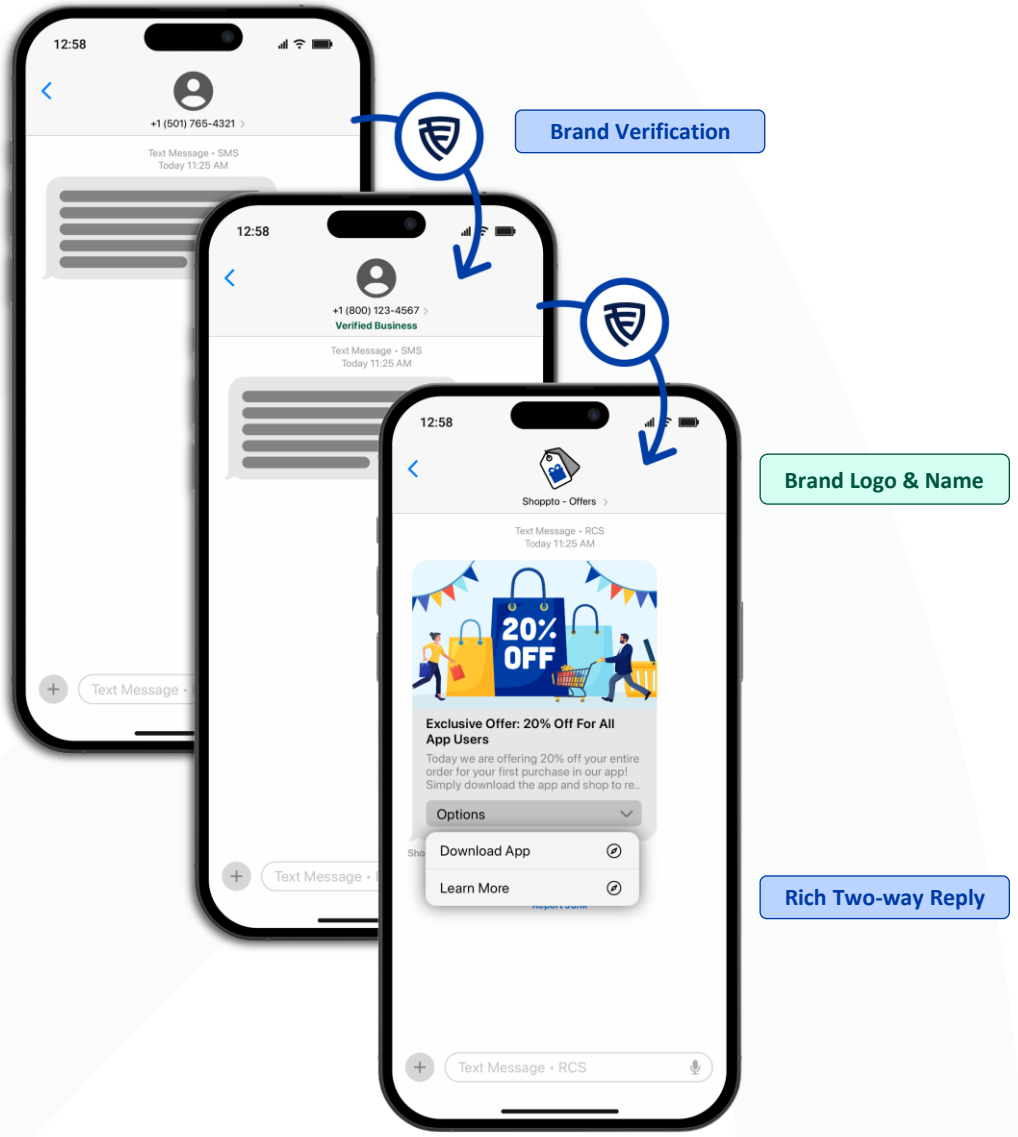
Enterprise messages arrive from a number the consumer does not recognize — no brand, no verification, no way to respond. Legitimate outreach competes with fraud on equal footing.

NOW

Branded Messaging on RCS

Brand verification, consumer-visible identity, and rich messaging combine into one authenticated experience — instant recognition in the channel, and decision clarity at the moment of need.

Brand Verification | Identity | Rich Messaging



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AUTHENTICATED BRANDED CALLING

The Journey

The Shift From Anonymous to Trusted Identity



Initial State

1 Initial State

Need to bifurcate legitimate businesses and their need for customer engagement

2 Name Branded Calling

Vetted business and assets and customer visible context

3 Call Authentication

Empowers vetted business to prove their call originations

4 Rich Branding and Spoof Protection

Full trusted identity experience, terminate calls not originated by the business



Current State

NEXT UP | Fill New Gaps • Expand Authenticated Identity • Address Marketplace and Technology Shifts

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Call Authentication

How It Works

Signal the call

The business sends First Orion call information as the call is being placed

Generate a time-boxed key

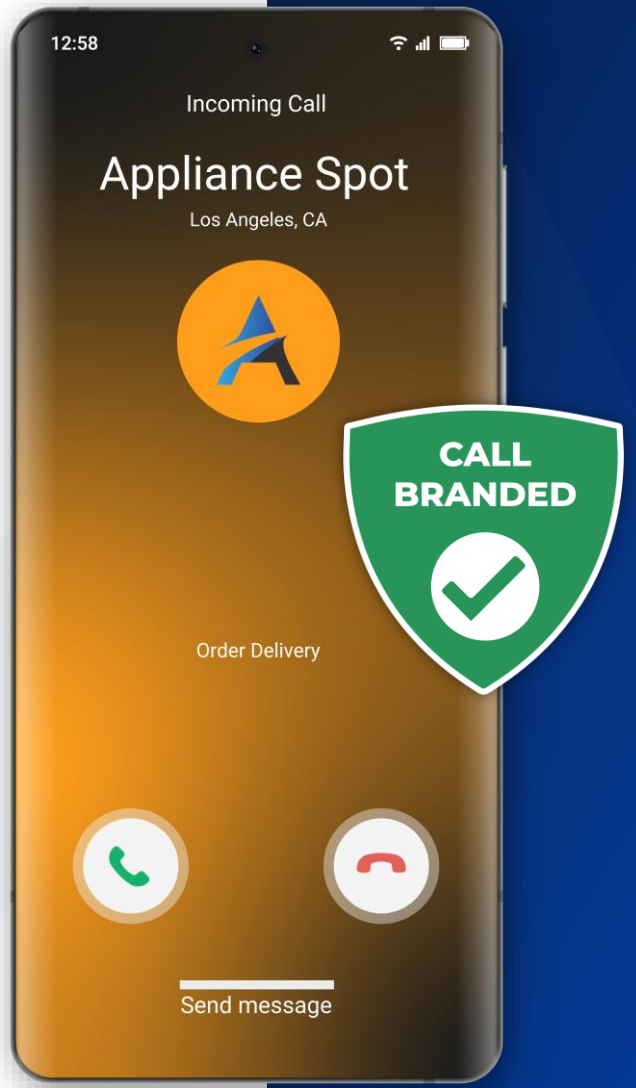
First Orion creates a unique key tied to the call including defining the window in which it's valid

Originate and match

First Orion delivers the key to the called party's carrier network, in real time as originating call setup continues

Brand it or block it

A match authenticates and brands the call. No match means no authentication — the call is blocked



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Authenticated Identity for Every Business Call

THE AUTHENTICATION GAP

Mobile and distributed workforces

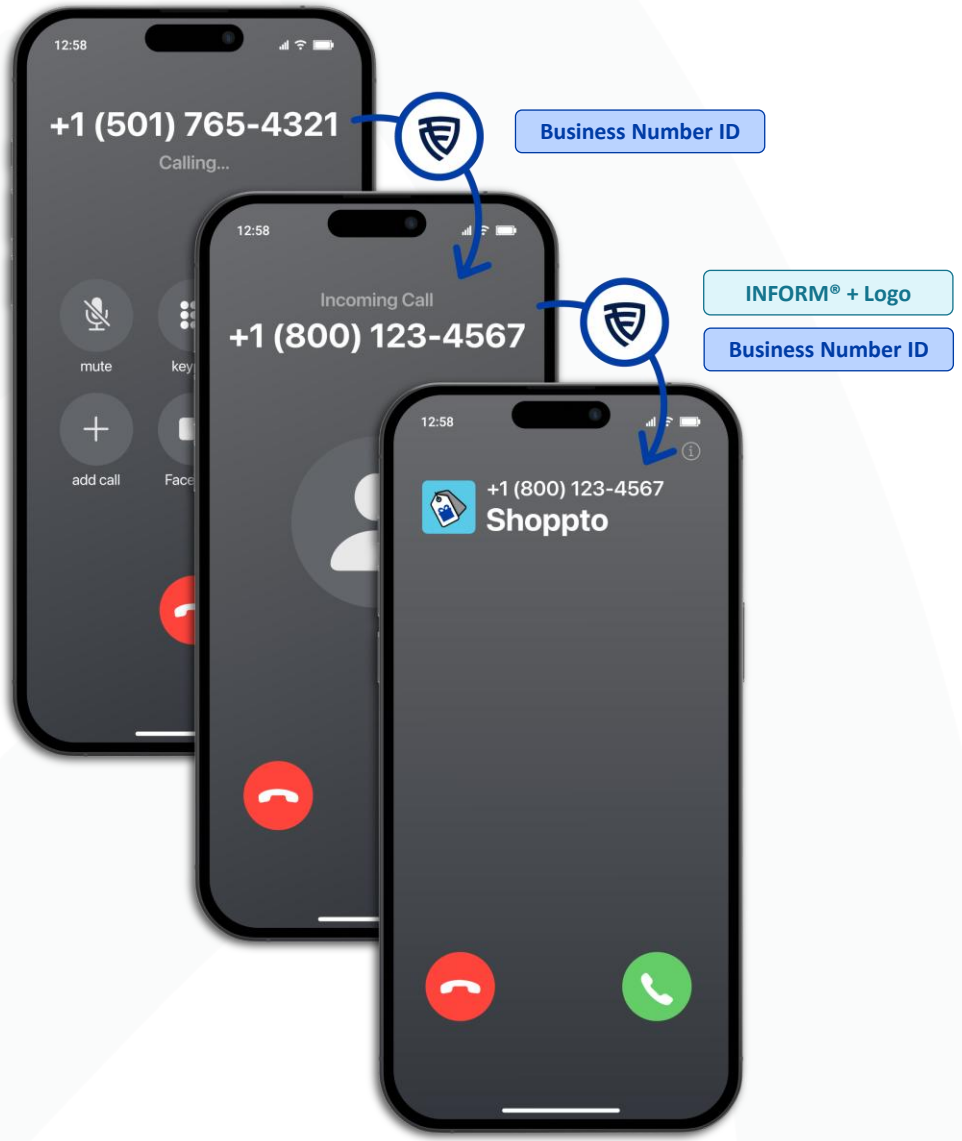
Field teams, healthcare staff, financial advisors, and delivery personnel became the front line of customer calls - with no way to extend verified identity from mobile devices, largely excluding these SMBs & mobile-first enterprises.

NOW

Mobile Originated Branded Calling (MOBC)

MOBC extends the same enterprise-grade verified identity framework to outbound calls placed directly from eligible T-Mobile business mobile devices - same authentication, now wherever business happens.

Business Number ID | INFORM® + Auth | INFORM® + Logo



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Not Just a Feature. Trust Infrastructure.

LAYER 1

A consumer experience layer

Recognition, context, and interactivity arrive with the message itself — the consumer knows who is reaching out and what to do next.

LAYER 2

A trust infrastructure

Verification and consumer-visible identity operate across the channel, not inside a single campaign or message.

LAYER 3

A brand protection mechanism

An authenticated sender identity is difficult to imitate, pushing spoofed and fraudulent outreach out of the brand's channel.

WHO IT SERVES

Consumers

Immediate recognition and reduced ambiguity — a legitimate message is identifiable at a glance.

Enterprises

Stronger brand presence in the channel and better engagement on outbound programs.

Ecosystem

Broader trust when authentication and consumer-visible identity reinforce each other.

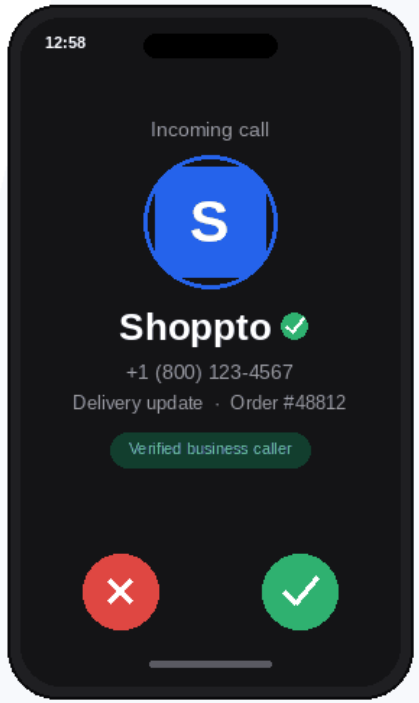
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Customers Don't Think in Channels. Trust Shouldn't Either.

ONE CUSTOMER JOURNEY

1. **Branded call**
   Verified identity before it rings
2. **Call ends**
   Same brand, same trust
3. **Branded message**
   Rich, two-way follow-up
4. **Customer replies**
   No behavior change required

A verified brand identity is presented on the incoming call — name, logo, and reason.



VOICE

Branded calling

The call arrives with the enterprise's name, logo, and reason for calling — authenticated before the phone rings.

MESSAGING · RCS

Branded messaging

The follow-up carries the same verified identity, now with rich, interactive, two-way content inside the thread.

✓ **Consistent identity** ✓ **Context continuity** ✓ **Reinforced trust**

"Adoption accelerates when trust is built into existing behavior — not layered on top of it."

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Trust That Travels With the Customer

Why Frictionless Adoption Matters

- **No behavior change for consumers**
  Recognition happens inside the apps people already use — nothing to download or enable.
- **Trust embedded in existing workflows**
  Identity attaches to the outreach an enterprise already sends, rather than to a new channel it has to stand up.
- **Onboarding that scales with the enterprise**
  One path to launch extends across business units, sub-brands, and channels as the program grows.

Consistent identity across channels

The same verified brand in voice and in messaging.

Context continuity across interactions

A call and its follow-up message read as one conversation.

Reinforced trust over time

Every recognized interaction raises the value of the next one.

Simplified onboarding, scalable infrastructure

One launch path across business units, sub-brands, and channels.

Continuous monitoring and enforcement

Verified identity is maintained and policed, not just issued.

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> ***Adoption accelerates when trust is built into existing behavior — not layered on top of it.***

→ For the Customer: Nothing to Do

No app to install, no setting to switch on, no new habit to learn. The experience simply becomes recognizable.

→ For the Enterprise: One Identity Layer

Identity moves out of a single channel and extends across business units, sub-brands, and every channel already in use.

WHO IT SERVES

Consumers

Consistent, recognizable experiences across calls and messages alike.

Enterprises

Identity moves from a point solution to a customer engagement platform capability.

Ecosystem

A common trust framework reduces fragmentation and improves protection across channels.

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Where Do We Go Next?

The industry is moving from:

- Authentication → Identity
- Identity → Experience
- Experience → Omnichannel trust ecosystems

First Orion is enabling the infrastructure for trusted communication across the channels where customer relationships are built.

First Orion is enabling a new segments of authenticated business calling, expanding trusted identity

The call to action for the ecosystem is to **make trust visible, persistent, and interoperable across every legitimate customer interaction.**

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