sinch

A2P SMS & MMS

Messaging Service Specification

2024

1-Way SMS Services

Sinch Global

Scope: This is Sinch standard, Global SMS offering which enables extensive access to all Sinch's covered destinations via a single connection. This is a one-way messaging offer and routing is optimized to make sure that as many features as possible are supported, such as keeping the sender ID intact wherever possible. Some destinations will require preregistration of sender ID to deliver intact or even at all. With specific countries or operators, specific senders are not allowed.

Routing is optimized to facilitate delivery to ported and roaming subscribers, neither of these can be guaranteed, but with the use of an extensive network of direct connections this provides the best possible chance for traffic to deliver.

MT Service Name: Sinch Global (GW0)

Sinch Select

Scope: This is Sinch coverage using our direct connections only. These are SS7 interworking or direct SMSC integrations used as on-net directs or local off-net. The exact type of connection used is described in the feature comments of the coverage list.

This is a one-way messaging offer and is aimed at enterprises that perform intelligent routing and number portability in-house, such as other resellers of connectivity. Specific feature information and potential requirements of preregistration are mentioned in the feature comments of the coverage list.

MT Service Name: Sinch Select (GW6)

2FA

Scope: Caters to traffic related to Two Factor Authentication (2FA) which main aim is to be used for verification codes, 2FA and One-time Pin code type content for verifications. This is a one-way messaging offer and routing is optimized to keep latency of delivery as low as possible with intact content. Extra features such as keeping the sender ID intact where possible may not be supported. Some destinations will require preregistration of sender ID to deliver messages.

MT Service Name: 2FA

Marketing

Scope: This is a more cost-efficient alternative to our standard routing. Specific SMS features are not guaranteed as they are likely to be replaced/overwritten to offer more competitive pricing.

This is a one-way messaging offer and routing is optimized to strive for cost- competitiveness through a reduction of supported SMS features. Instead of supporting all "corner cases" like we always aim to do in our Global routing (GWO), we will reduce feature support to reduce cost.

MT Service Name: Marketing

Local

Scope: One specific gateway for clients to deliver traffic related to local brands to numerous destinations in the world where this local traffic differentiation is available.

This is a one-way messaging offer and made available as a means to deliver traffic related to local brands in named countries that are charged at a low rate. Most destinations covered by this service will require preregistration of sender ID or similar to deliver messages properly. Only applies to approved local brands defined per destination and the categorization is subject to change over time.

MT Service Name: Local

OTT

Caters to traffic like verification codes and One-time Pin code type content for verifications or clean transactional traffic. This is a more cost-efficient alternative to our standard routing on Sinch Global or Sinch 2FA. Specific SMS features such as intact originators are not guaranteed as they are likely to be replaced/overwritten to offer more competitive pricing.

This is a one-way messaging offer and routing is optimized to strive for cost- competitiveness through a reduction of supported SMS features. Instead of supporting all use cases like we always aim to do in our 2FA or Global routing (GW0), we will reduce feature support to reduce cost and allow only certain business cases to use this product.

MT Service Name: OTT

Domestic 1-Way Services

Scope: Sinch offers domestic gateways that are provided as one-way messaging offers and routing is optimized for specific use cases in the specific destination country. Connectivity is only for the destination country of each gateway. The client has full responsibility to ensure messages sent through the Sinch platform are compliant with local laws and regulations.

MT Service names:

Service Name	Short Name	Description
Domestic India	GW411	Domestic/Local India traffic only
Domestic Malaysia	GW602	Domestic Malaysia traffic only (via short codes)
Sweden Direct	GW46	Sweden direct connections only
Turkey Direct	GW99	Turkey direct connections only
UK Direct	GW44	UK direct connections only

2-Way SMS Services

Sinch Global 2-way

Scope: The Sinch Global 2-way Service enables access to all Sinch Country Specific 2-way SMS services via a single connection to the Sinch platform. Based on the short codes and/or Long numbers rented from Sinch, the routing will be adjusted to make sure the Sender ID is intact when delivered to the handset. For details of each Country specific 2-way SMS service, see below.

MT Service name: Route Assist (Global 2-way)

Country Specific 2-way Services

In this segment follows specifications per country for the Sinch 2-way SMS services.

Argentina

Argentina Short Code

Scope: SMS to and from Argentinian subscribers via a dedicated or shared Argentinian Short Code.

MO Service Name: Argentina Short Code 2-way MO
MT Service Name: Argentina Short Code 2-way MT (GW545)

Ordering Information: A Campaign description needs to be provided for ordering a dedicated Short Code in Argentina. The following information needs to be provided as part of the order:

- A description of the service/application.
- A service flow describing the MO and MT messages
- A brief description of how Opt-in and Opt-out will be accomplished
- Forecast of the amount of MO & MT traffic expected via the code the first 12 months

Shared Short Code option is available with registration of keywords.

Argentina Free To End User Short Code

Scope:: SMS to and from Argentinian subscribers via a dedicated Argentinian FTEU Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Argentina Free To End User Short Code 2-way MO

MT Service Name: Argentina Short Code 2-way MT (GW545)

Ordering Information: A Campaign description needs to be provided for ordering a dedicated Short Code in Argentina. The following information needs to be provided as part of the order:

- A description of the service/application.
- A service flow describing the MO and MT messages
- A brief description of how Opt-in and Opt-out will be accomplished
- Forecast of the amount of MO & MT traffic expected via the code the first 12 months

Australia

The client has full responsibility to ensure messages sent through the Sinch platform are compliant with Australian laws and regulations including the Spam Act 2003 regulated by the Australian Communications Authority:

http://www.acma.gov.au/Industry/Marketers/Anti-Spam/Ensuring-you-dont-spam/key- elements-of-the-spam-act-ensuring-you-dont-spam-i-acma

Australia Standard Long Number

Scope: SMS to and from Australian subscribers via a dedicated Australian standard Long Number.

MO Service Name: Australia Long Number 2-way MO

MT Service Name: Sinch Global (GW0)

Australia Silver Long Number

Scope: SMS to and from Australian subscribers via a dedicated Australian Silver Long Number.

A Silver number has the following definition:

Type	Example
5 of the same	61400**33333**
5 in sequence	61400**434567**
Identical pair (same position)	61400001002
Three pairs	61401112288
Mirror image	61400350053
1 triplet and 3 in sequence	61400777234

MO Service Name: Australia Long Number 2-way MO

MT Service Name: Sinch Global (GWO)

Australia Gold Long Number

Scope: SMS to and from Australian subscribers via a dedicated Australian Gold Long Number.

A Gold number has the following definition:

Type	Example
6 of the same	61400**222222**
6 in sequence	61400**123456**
2 Identical triplets	61400420420
Double triplets	61400444222
3 identical pairs	61400424242

MO Service Name: Australia Long Number 2-way

MO MT Service Name: Sinch Global (GWO)

Austria

Austria Long Number

Scope: SMS to and from Austrian subscribers via a dedicated Austrian Long Number.

MO Service Name: Austria Long Number 2-way MO
MT Service Name: Sinch Global (GW0)

Belgium

Belgium Long Number

Scope: SMS to and from Belgian subscribers via a dedicated Belgian Long Number.

MO Service Name: Belgium Long Number 2-way MO
MT Service Name: Belgium Long Number 2-way MT (GW321)

Ordering Information: A service description including MO/MT SMS ratio needs to be provided for ordering a Long Number in Argentina. MT Campaigns using the long Numbers as sender ID are not allowed and may lead to service suspension.

Belgium Short Code

Scope: SMS to and from Belgian subscribers via a dedicated Belgian Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Belgium Free To End User Short Code 2-way MO

MT Service Name: Belgium Free To End User Short Code MT (GW32)

Ordering Information: A Service description needs to be provided for ordering a dedicated Short Code in Belgium. The following information needs to be provided as part of the order:

- Service name (max 9 characters)
- Service Description
- Support email (for end user complaints)
- Support phone (this must be a Belgian phone number)

Brazil

Brazil Short Code

Scope: SMS to and from Brazilian subscribers via dedicated or shared Brazilian Short Code. The Short Codes are Free for the end user to text to (FTEU).

Shared code is available with Keyword registration.

MO Service Name: Brazil Free To End User Short Code 2-way MO

MT Service Name: Brazil Free To End User Short Code 2-way MT (GW55)

Ordering Information: A Service description needs to be provided for ordering a dedicated Short Code in Brazil. The following information needs to be provided as part of the order:

- Traffic estimation
- Example of the body text
- If the Short Code will be used for transactional or Marketing traffic

Bulgaria

Bulgaria Short Code

Scope: SMS to and from Bulgarian subscribers via a dedicated Bulgarian Short Code.

MO Service Name: Bulgaria Free to End User Short Code 2-way MO
MT Service Name: Bulgaria Free to End User Short Code 2-way MT

Canada

Canada Short Code

Scope: SMS to and from Canadian NANP subscribers via a dedicated Short Code.

MO Service Name: CA Short Code 2-Way SC MO
MT Service Name: CA Short Code 2-Way (GW112)

Ordering Information: A Canadian SC is leased via Sinch. Completed SC application and deposit forms should be submitted to ca.programs@sinch.com. The Application will request the following details:

- Requested SC
- Company Name/Brand, company description
- SC program description including sample message flow
- Call to Action details
- Mandatory Keywords: INFO, HELP, AIDE (FR for HELP), STOP, and ARRET (FR for STOP)
- Customer Support contact info

Canada Short Code Free-to-End User (FTEU)

Scope: SMS to and from Canadian NANP subscribers via a dedicated Short Code.

MO Service Name: CA Short Code FTEU 2-Way SC MO
MT Service Name: CA Short Code FTEU 2-Way (GW112 FTEU)

Ordering Information: A Canadian SC is leased via Sinch. Completed SC application and deposit forms should be submitted to ca.programs@sinch.com. The Application will request the following details:

- Requested SC
- Company Name/Brand, company description
- SC program description including sample message flow
- Call to Action details
- Mandatory Keywords: INFO, HELP, AIDE (FR for HELP), STOP, and ARRET (FR for STOP)
- Customer Support contact info

Chile

Chile Long Number

Scope: SMS to and from Chilean subscribers via a dedicated Chilean Long Number.

MO Service Name: Chile Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Chile Short Code

Scope: SMS to and from Chilean subscribers via a dedicated Chilean Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Chile Free To End User Short Code 2-way MO
MT Service Name: Chile Free To End User Short Code 2-way MT (GW561)

Shared Short Code option is available with registration of keywords.

China

China Short Code

Scope: SMS to and from Chinese subscribers via a dedicated Chinese Short Code

MO Service Name: China Short Code 2-way MO
MT Service Name: China Short Code 2-wat MT (GW861)

Ordering Information: For each Short Code a signature must be registered. The signature will be added at the end of the message. Please note that this signature will take up space in the SMS. The signature can be 2-8 characters long, plus 2 mandatory brackets, for example [SINCH]. The content of the SMS also needs to be registered for each Short Code.

In China it's not allowed to send religious content, sexual content, gambling, loans, property SMS etc. Marketing is only allowed if the subscriber has opted in.

Colombia

Colombia Short Code

Scope: SMS to and from Colombian subscribers via a dedicated or shared colombian Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Colombia Free To End User Short Code 2-way MO
MT Service Name: Colombia Free To End User Short Code 2-way MT (GW571)

Costa Rica

Costa Rica Short Code

Scope: SMS to and from Costa Rican subscribers via a dedicated or shared Costa Rican Short Code.

MO Service Name: Costa Rica Short Code 2-way MO
MT Service Name: Costa Rica Short Code 2-way MT

Shared Short Code option is available with registration of keywords.

Czech Republic

Czech Republic Long Number

Scope: SMS to and from Czech subscribers via a dedicated Czech Long Number.

MO Service Name: Czech Republic Long Number 2-way MO

MT Service Name: Czech Republic Long Number 2way MT (GW421)

Denmark

Denmark Long Number

Scope: SMS to and from Danish subscribers via a dedicated Danish Long Number.

MO Service Name: Denmark Long Number 2-way MO
MT Service Name: Sinch Global (GW0)

Denmark Short Code

Scope: SMS to and from Danish subscribers via a dedicated or shared Danish Short Code.

MO Service Name: Denmark Short Code 2-way MO
MT Service Name: Sinch Global (GW0)

Shared Short Code option is available with registration of keywords.

Dominican Republic

Dominican Republic Short Code

Scope: SMS to and from Dominican Republic subscribers via a dedicated or shared Dominican Republic Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Dominican Republic Free To End User Short Code 2-way MO
MT Service Name: Dominican Republic Free To End User Short Code 2-way MT (GW1809)

Shared Short Code option is available with registration of keywords.

Ecuador

Ecuador Short Code

Scope: SMS to and from Ecuadorian subscribers via a dedicated or shared Ecuadorian Short Code.

MO Service Name: Ecuador Short Code 2-way MO
MT Service Name: Ecuador Short Code 2-way MT (GW103)

Shared Short Code option is available with registration of keywords.

Ordering Information: A Campaign brief including information such content type, contact information and message flow needs to be provided for ordering a dedicated Short Code.

El Salvador

El Salvador Long Number

Scope: SMS to and from Salvadoran subscribers via a dedicated Salvadoran Long Number.

MO Service Name: El Salvador Long Number 2-Way MO
MT Service Name: El Salvador Long Number 2-Way MT (GW5031)

Egypt

Egypt FTEU Short Code

Scope: SMS to and from Egypt subscribers via a dedicated Egypt FTEU Short Code. The Short Codes are Free for the end user to text to (FTEU). The Short Code is not allowed to be used as sender ID for marketing traffic. For Marketing use cases the Short Code can be used to collect MO SMS only. For transactional use cases the Short Code is allowed to be used as sender ID.

MO Service Name: Egypt Free To End User Short Code 2-Way MO
MT Service Name: Egypt Free To End User Short Code 2-Way MT (GW201)

Estonia

Estonia Long Numbers

Scope: SMS to and from Estonian subscribers via a dedicated Estonian Long Number.

MO Service Name: Estonia Long Number 2-way MO
MT Service Name: Sinch Global (GW0)

Finland

Finland Long Number

Scope: SMS to and from Finish subscribers via a dedicated Finish Long Number.

MO Service Name: Finland Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Ordering Information: All Long Numbers need to be registered and approved for the end company that is using the number. The following information is needed:

- Sinch Client
- Number
- End client/Company
- Area of business
- Description of how the number is being used for SMS
- Description of how the number is being used for Voice

Guidelines for 2-way services via Finish Long Numbers:

- No "quick" loan services will be permitted
- No adult services will be permitted
- The numbers are intended for commercial use for person to application services
- Cases that do not include a clear specification of the end client and description of how the number will be used will not be approved

Finland Short Code

Scope: SMS to and from Finish subscribers via a dedicated or shared Finish Short Code.

MO Service Name: Finland Short Code 2-way MO
MT Service Name: Sinch Global (GWO)

Shared Short Code option is available with registration of keywords.

Finland Free To End User Short Code

Scope: SMS to and from Finish subscribers via a dedicated or shared Finish FTEU Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Finland Free To End User Short Code 2-way MO
MT Service Name: Sinch Global (GWO)

Shared Short Code option is available with registration of keywords.

France

France Long Number

Scope: SMS to and from French subscribers via a dedicated French Long Number.

MO Service Name: France Long Number 2-way MO

MT Service Name: France Long Number 2-way MT (GW337)

Ordering Information: All Long Numbers need to be registered and approved by the supplier. The following information is required for every order:

-
- End Client Name
- Company Postal Address
- Service Description
- Sample Content

The numbers can only be used for communication between a mobile subscriber and an application provider (designated users). MT Campaigns using the long numbers as sender ID are not allowed and may lead to service suspension. A ratio of at least one MO per MT is required. Any deviation from this ratio may trigger a service suspension.

France Short Code

Scope: SMS to and from French subscribers via a dedicated French Short Code.

MO Service Name: France Dedicated Short Code 2-way MO

MT Service Name: France Dedicated Short Code 2-way MT (GW33)

Marketing traffic is only allowed on weekdays between 8 am and 8 pm and on Saturday between 10 am and 6 pm. It is not allowed on Sundays.

Ordering Information: A brief service description needs to be provided for ordering a dedicated Short Code in France. The following information needs to be provided as part of the order:

- Will the Short Code be used for marketing or transactional purposes?
- If an alpha sender is needed with the SC
- If additional throughput is needed (Default 1 SMS/s)

Germany

Germany Long Number

Scope: SMS to and from German subscribers via a dedicated German Long Number.

MO Service Name: Germany Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Ordering Information: All Long Numbers need to be registered and approved by the supplier. The following information is required for every order:

- Name/address/contact of the customer (the end customer)
- Amount of numbers for each identical service
- Expected amount of MT and MO volumes per month
- Service description – please provide what are the intended applications/how does this service work and a specific example of the MT/MO message
- Desired provision date for the LN – when do you want to start the service
- Sample Message content

Germany Short Code

Scope: SMS to and from German subscribers via a dedicated or shared German Short Codes.

MO Service Name: Germany Short Code 2-way MO
MT Service Name: Sinch Global (GWO)

Shared Short Code option is available with registration of keywords.

Greenland

Greenland Short Code

Scope: SMS to and from Greenland subscribers via a dedicated or shared German Short Codes.

MO Service Name: Greenland Short Code 2-way MO
MT Service Name: Sinch Global (GWO)

Shared Short Code option is available with registration of keywords.

Hong Kong

Hong Kong Long Number

Scope: SMS to and from Hong Kong subscribers via a dedicated Hong Kong Long Number.

MO Service Name: Hong Kong Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Hungary

Hungary Long Number

Scope: SMS to and from Hungarian subscribers via a dedicated Hungarian Long Number.

MO Service Name: Hungary Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Ireland

Ireland Long Number

Scope: SMS to and from Irish subscribers via a dedicated Irish Long Number.

MO Service Name: Ireland Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Ireland Short Code

Scope: SMS to and from Irish subscribers via a dedicated or shared Irish Short Code.

MO Service Name: Ireland Short Code 2-way MO
MT Service Name: Sinch Global (GWO)

India

India Long Number

Scope: SMS from Indian subscribers via a dedicated Indian Long Number.

MO Service Name: India Long Number 2-Way MO
MT Service Name:

India Short Code (Extended)

Scope: SMS to and from Indian subscribers via a dedicated extended Indian Short Code.

MO Service Name: India Extended Short Code 2-way MO
MT Service Name: India Short Code 2-way MT (GW913)

Indonesia

Indonesia Long Number

Scope: SMS to and from Indonesian subscribers via a dedicated Indonesian Long Number.

Generally, customer should use Alpha sender ID for MT traffic, but exception might be made for transactional traffic that has less than 200 SMS per day where the content of each message is different.

MO Service Name: Indonesia Long Number 2-way MO
MT Service Name: Indonesia Long Number 2-way MT (GW62)

Israel

Israel Long Number

Scope: SMS to and from Israeli subscribers via a dedicated Israeli Long Number.

MO Service Name: Israel Long Number 2-way MO
MT Service Name: Israel Long Number 2-way MT (GW972)

Italy

Italy Long Number

Scope: SMS to and from Italian subscribers via a dedicated Italian Long Number.

MO Service Name: Italy Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Italy Short Code

Scope: SMS to and from Italian subscribers via a dedicated or shared Italian Short Code.

MO Service Name: Italy Short Code 2-way MO
MT Service Name: Sinch Global (GWO)

Shared Short Code option is available with registration of keywords.

Japan

Japan Hybrid

Scope: For MT initiated, the messages to Japan subscribers will be sent via a dedicated short code. Each network will translate the code to another code that the subscriber can directly reply to. Since the solution consist of different codes per network, this product is not recommended to be used for MO initiated services. MOs from KDDI network are FTEU, other networks are standard rate. However, MO is charged regardless of the network.

MO Service Name: Japan Hybrid 2-Way MO
MT Service Name: Japan Hybrid 2-Way MT (GW81)

Jersey

Jersey Long Number

Scope: SMS to and from Jersey subscribers via a dedicated Jersey Long Number.

MO Service Name: Jersey Long Number 2-way MO
MT Service Name: Sinch Global (GW0)

Jordan

Jordan Long Number

Scope: SMS to and from Jordanian subscribers via a dedicated Jordanian Long Number.

MO Service Name: Jordan Long Number 2-way MO
MT Service Name: Jordan Long Number 2-way MT (GW9621)

Kazakhstan

Kazakhstan Free To End User Short Code

Scope: SMS to and from Kazakh subscribers via a dedicated Kazakhstani Short Code.

MO Service Name: Kazakhstan Free To End User Short Code 2-way MO
MT Service Name: Kazakhstan Free To End User Short Code 2-way MT (GW78)

Latvia

Latvia Long Number

Scope: SMS to and from Latvian subscribers via a dedicated Latvian Long Number.

MO Service Name: Latvia Long Number 2-way MO

MT Service Name: Latvia Long Number 2-way MT (GWO)

Lithuania

Lithuania Long Number

Scope: SMS to and from Lithuanian subscribers via a dedicated Lithuanian Long Number.

MO Service Name: Lithuania Long Number 2-way MO

MT Service Name: Lithuania Long Number 2-way MT (GWO)

Malaysia

Malaysia Short Code

Scope: SMS to and from Malaysian subscribers via a dedicated or shared Malaysian Short Code. Dedicated Short Codes are only available for local companies (domestic traffic).

MO Service Name: Malaysia Short Code 2-way MO
MT Service Name: Malaysia Short Code 2-way MT (GW601)

Shared Short Code option is available with registration of keywords.

Mandatory price tag "RM0" is added in the start of all MT messages to indicate that it is free of charge for the subscriber to receive messages from the SC. Please note that the tag cuts the total message length.

Ordering Information: A service description needs to be provided for ordering a dedicated Short Code in Malaysia.

Mexico

Mexico Short Code

Scope: SMS to and from Mexican subscribers via a dedicated or shared Mexican Short Code.

MO Service Name: Mexico Short Code 2-way MO
MT Service Name: Mexico Short Code 2-way MT (GW521)

Shared Short Code option is available with registration of keywords.

Mexico Free To End User Short Code

Scope: SMS to and from Mexican subscribers via a dedicated Mexican Short Code.

MO Service Name: MEXICO FTEU Short Code 2-WAY MO
MT Service Name: Mexico Short Code 2-way MT (GW521)

Ordering Information: A Campaign description needs to be provided for ordering a dedicated Short Code in Mexico. The following information needs to be provided as part of the order:

- Service description
- If the code should be used for marketing or transactional traffic
- MO and MT message flow
- Company Name
- Customer Contact Name
- Address
- Email Address
- Contact Number
- Customer Support Info

Morocco

Morocco Short Code

Scope: SMS to and from Moroccan subscribers via a dedicated Moroccan Short Code.

MO Service Name: Morocco Short Code 2-way MO
MT Service Name: Morocco Short Code 2-way MT (GW212)

Namibia

Scope: SMS to and from Namibian subscribers via a dedicated and shared Namibian Short Code.

MO Service Name: Namibia Short Code 2-way MO
MT Service Name: Namibia Short Code 2-way MT (GW264)

Netherlands

Netherlands Long Number

Scope: SMS to and from Dutch subscribers via a dedicated Dutch Long Number.

MO Service Name: Netherlands Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Netherlands Short Code

Scope: SMS to and from Dutch subscribers via a dedicated or shared Dutch Short Code.

MO Service Name: Netherlands Short Code 2-way MO
MT Service Name: Sinch Global (GW0)

Shared Short Code option is available with registration of keywords.

Ordering Information: A service description must be provided for ordering a dedicated Short Code.

New Zealand

New Zealand Short Code

Scope: SMS to and from New Zealand subscribers via a dedicated New Zealand Short Code.

MO Service Name: New Zealand Short Code 2-way MO
MT Service Name: New Zealand Short Code 2-way MT (GW64)

Ordering Information: A campaign brief is needed to be filled in as part of the order of a dedicated Short Code in New Zealand.

New Zealand FTEU SC

Scope: SMS to and from New Zealand subscribers via a dedicated New Zealand FTEU Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: New Zealand Free To End User Short Code MO
MT Service Name: New Zealand Free To End User Short Code MT (GW641)

Ordering Information: A campaign brief is needed to be filled in as part of the order of a dedicated Short Code in New Zealand.

Nicaragua

Nicaragua FTEU SC

Scope: SMS to and from Nicaraguan subscribers via a dedicated or shared Nicaragua Short Code.

MO Service Name: Nicaragua Free to End User Short Code 2-Way MT (GW5054)
MT Service Name: Nicaragua Free to End User Short Code 2-Way MO

Norway

Norway Long Number

Scope: SMS to and from Norwegian subscribers via a dedicated Norwegian Long Number.

MO Service Name: Norway Long Number 2-way MO
MT Service Name: Sinch Global (GW0)

The following model for Opt-out needs to be supported for 2-way via Norwegian Long Numbers:
If an end user sends STOPP or STOP to a number, then the service/services behind that number shall be terminated for this end user. Stop or Stopp shall be interpreted as if the end user terminates his/her consent to receive SMS from the service, and the client shall not send additional SMS to this end user (apart from a confirmation that the service has been stopped). The customer is also responsible for informing the end users, in a good way, about this Opt-out opportunity.

Norway Short Code

Scope: SMS to and from Norwegian subscribers via a dedicated or shared Norwegian Short Code.

MO Service Name: Norway Short Code 2-way MO
MT Service Name: Sinch Global (GWO)

Norway Short Code (Extended)

Scope: SMS to and from Norwegian subscribers via Extended Norwegian Short Codes (14-digit).

MO Service Name: Norway Extended Short Code 2-Way MO
MT Service Name: Sinch Global (GWO)

Pakistan

Pakistan Long Number

Scope: SMS to and from Pakistani subscribers via a dedicated Pakistani Long Number. This service is only for local transactional traffic. No campaigns allowed.

MO Service Name: Pakistan Long Number 2-way MO
MT Service Name: Pakistan Long Number 2-Way MT (GW922)

Pakistan Short Code

Scope: SMS to and from Pakistani subscribers via a shared Pakistani Short Code. This service is only for local transactional traffic. No campaigns allowed.

MO Service Name: Pakistan Short Code 2-way MO

Panama

Panama Free To End User Short Code

Scope: SMS to and from Panamanian subscribers via a dedicated or shared Panamanian FTEU Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Panama SC MO FTEU

MT Service Name: Panama Short Code 2-way MT (GW507)

Ordering Information: A Campaign description and the below information needs to be provided:

- Brand that should be using the SC
- Approx amount of traffic per month
- Type of traffic (Marketing or Transactional)

Peru

Peru Short Code

Scope: SMS to and from Peruvian subscribers via a dedicated or shared Peruvian Short Code.

The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Peru Free To End User Short Code 2-way MO

MT Service Name: Peru Free To End User Short Code 2-way MT (GW511)

Ordering Information: A Campaign description and the below information needs to be provided:

- Service Description / Use case
- Client Name
- Monthly volume estimate

Philippines

Philippines Long Number

Scope: SMS to and from Philippine subscribers via a dedicated Philippine Long Number.

MO Service Name: Philippines Long Number 2-way MO
MT Service Name: Philippines Long Number 2-way MT (GW63)

Philippines FTEU Short Code

Scope: SMS to and from Philippine subscribers via a dedicated FTEU Short code.

- Domestic brands only.
- 2-way Services and surveys. (No OTP, Broadcast or Promotional)

MO Service name: Philippines Free To End User 2-way MO
MT Service name: Philippines Free To End User 2-way MT (GW 633)

Order information: Letter of Authorization and Samples of use needs to be provided.

Poland

Poland Long Number

Scope: SMS to and from Polish subscribers via a dedicated Polish Long Number.

MO Service Name: Poland Long Number 2-way MO

MT Service Name: Sinch Global (GW0)

Poland Short Code

Scope: SMS to and from Polish subscribers via a dedicated Polish Short Code.

MO Service Name: Poland Short Code 2-Way MO

MT Service Name: Poland Short Code 2-way MT (GW482)

Portugal

Portugal Long Number

Scope: SMS to and from Portuguese subscribers via a dedicated Portuguese Long Number.

MO Service Name: Portugal Long Number 2-way MO

MT Service Name: Sinch Global (GWO)

Qatar

Qatar Short Code

Scope: SMS to and from Qatar subscribers via a dedicated Short Code (non Free to the end user)

MO Service Name: Qatar Short Code 2-Way MO

MT Service Name: Qatar Short Code 2-Way MT (GW974)

Romania

Romania Long Number

Scope: SMS to and from Romanian subscribers via a dedicated Romanian Long Number.

MO Service Name: Romania Long Number 2-way MO
MT Service Name: Romania Long Number 2-way MT (GW403)

Romania Short Code

Scope: SMS to and from Romanian subscribers via a dedicated and shared Romanian Short Codes.

MO Service Name: Romania Short Code 2-way MO
MT Service Name: Romania Short Code 2-way MT (GW40)

Russia

Russia Long Number

Scope: SMS from Russian subscribers via a dedicated Russian Long Number.

MO Service Name: Russia Long Number 2-way MO
MT Service Name: n/a

Long Numbers that have not received any incoming SMS during a 60 day period might be deactivated by the operator. The numbers can only be used for transactional services, i.e. not for bulk SMS services. If this regulation is not followed, the Russian operators will block the numbers.

Russia Short Code

Scope: SMS to and from Russian subscribers via a dedicated Russian Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Russia Free To End User Short Code 2-way MO
MT Service Name: Russia Free To End User Short Code 2-way MT (GW77)

Saudi Arabia

Saudi Arabia Long Number

Scope: SMS to and from Saudi Arabian subscribers via a dedicated Saudi Arabian Long Number.

MO Service Name: Saudi Arabia Long Number 2-way MO
MT Service Name: Saudi Arabia Long Number 2-way MT (GW9664)

Singapore

Singapore Long Number

Scope: SMS to and from Singaporean subscribers via a dedicated Singaporean Long Number.

MO Service Name: Singapore Long Number 2-way MO
MT Service Name: Singapore Long Number 2-way MT (GW651)

Singapore Short Code

Scope: SMS to and from Singaporean subscribers via a dedicated Singaporean Short Code.

MO Service Name: Singapore Short Code 2-way MO

Slovakia

Slovakia Long Number

Scope: SMS to and from Slovakian subscribers via a dedicated Slovakian Long Number.

MO Service Name: Slovakia Long Number 2-way MO
MT Service Name: Slovakia Long Number 2-way MT

South Africa

South Africa 2-way (MT initiated)

Scope: MT initiated 2-way SMS to South African subscribers via GW278. The SMS will be delivered with a random South African Long Number to the subscribers handset and if the subscriber responds we will forward the inbound message back to your account.

MO Service Name: South Africa Long Number 2-way MO
MT Service Name: South Africa Long Number 2-way MT (GW278)

We give you a unique 9-digit number that you must use as sender ID when submitting MT messages to Sinch. The sender ID is translated to a local South African number before delivering the message to the subscriber. If the subscriber responds to this message we will capture the MO message and map the destination address back to the sender ID you used when submitting the MT and route the message the account which has this unique sender ID assigned to it.

South Africa Static Long Code 2-way (MT initiated)

Scope: MT initiated 2-way SMS to South African subscribers via GW271. The SMS will be delivered intact with the customer Long Number to the subscribers handset and if the subscriber responds we will forward the inbound message back to your account.

MO Service Name: South Africa Static Long Number 2-Way MO
MT Service Name: South Africa Static Long Number 2-Way MT (GW271)

To meet the regulation, we give you a unique 16-digit number that you must use as sender ID when submitting MT messages to Sinch. Then user can reply with MO SMS.
In case you need a long code being able to initiate the interaction with MO SMS, please contact to your account manager to request a specific number and setup.

South Africa Short Code

Scope: SMS from South African subscribers via a dedicated or Shared South African Short Code.

MO Service Name: South Africa Short Code 2-way MO
MT Service Name: South Africa Short Code 2-way MT (GW27)

The Short Code will not be delivered intact to the handset due to local regulations. You submit messages to Sinch with your SC as sender ID but before the message reaches the handset it is translated into a Long Number. The subscriber can then answer to this Long Number and we will change back to the SC before we deliver the response back to you. However, it's possible for the subscriber to text directly to the SC if the service is initiated with a MO.

Shared Short Code option is available with registration of keywords.

South Africa FTEU Short Code

The Short Code will not be delivered intact to the handset due to local regulations. You submit messages to Sinch with your SC as sender ID but before the message reaches the handset it is translated into a Long Number. The subscriber can then answer to this Long Number and we will change back to the SC before we deliver the response back to you. However, it's possible for the subscriber to text directly to the SC if the service is initiated with a MO.

hared Short Code option is not an available option.

Spain

Spain Long Number

Scope: SMS to and from Spanish subscribers via a dedicated Spanish Long Number.

MO Service Name: Spain Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

A brief service description and estimated MT and MO volumes needs to be provided for ordering a Long Number in Spain.

Spain Short Code

Scope: SMS to and from Spanish subscribers via a dedicated or shared Spanish Short Code. These codes are standard rated meaning that the MO SMS is paid by the end user. The codes are in the following format: 21xxxx

MO Service Name: Spain Short Code 2-way MO MT Service Name: Sinch Global (GWO)

Ordering Information: For dedicated Short Codes the following information is needed when ordering a Short Code:

- Tariff requested: Std Rate or FTEU (specify)
- Client Name
- Content provider name
- Type of service (payments, alerts, customer care, etc)
- Service description and content examples

Spain FTEU Short Code

Scope: SMS to and from Spanish subscribers via a dedicated FTEU spanish Short Code. These codes are FTEU meaning that the MO SMS is free for the end user. The codes are in the following format: 20xxxx

MO Service Name: Spain Free To End User Short Code 2-way MO MT Service Name: Sinch Global (GWO)

Ordering Information: For dedicated Short Codes the following information is needed when ordering a Short Code:

- Tariff requested: Std Rate or FTEU (specify)
- Client Name
- Content provider name
- Type of service (payments, alerts, customer care, etc)
- Service description and content examples

Sweden

Sweden Long Number

Scope: SMS to and from Swedish subscribers via a dedicated Swedish Long Number.

MO Service Name: Sweden Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Sweden Short Code

Scope: SMS to and from Swedish subscribers via a dedicated or Shared Swedish Short Code.

MO Service Name: Sweden Short Code 2-way MO
MT Service Name: Sinch Global (GWO)

Ordering Information: The following information needs to be provided when ordering a Short Code:

- Contact person name
- Contact person telephone
- Phone to customer service (could be the same as above)
- Email to customer service

Shared Short Code option is available with registration of keywords.

Switzerland

Switzerland Long Number

Scope: SMS to and from Swiss subscribers via a dedicated Swiss Long Number.

MO Service Name: Switzerland Long Number 2-way MO
MT Service Name: Sinch Global (GWO)

Taiwan

Taiwan Long Number

Scope: SMS to and from Taiwanese subscribers via a dedicated Taiwanese Long Number.

MO Service Name: Taiwan Long Number 2-way MO

MT Service Name: Taiwan Long Number 2-way MT (GW886)

Thailand

Thailand Long Number

Scope: SMS to and from Thai subscribers via a dedicated Thai Long Number.

MO Service Name: Thailand Long Number 2-way MO
MT Service Name: Sinch Global (GW0)

Turkey

Turkey Short Code

Scope: SMS to and from Turkish subscribers via a Shared Turkish Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Turkey Free To End User Short Code 2-way MO
MT Service Name: Turkey Free To End User Short Code 2-way MT (GW991)

Ordering Information: The following information needs to be provided when ordering a Short Code:

- Name of the Company
- Use case
- Expected MO responses (body text, for example SINCH STOP)

United Arab Emirates

United Arab Emirates Short Code

Scope: SMS to and from Emerati subscribers via a dedicated Emerati Short Code. The Short Code is not allowed to be used as sender ID for marketing traffic. For Marketing use cases the Short Code can be used to collect MO SMS only. For transactional use cases the Short Code is allowed to be used as sender ID.

MO Service Name: United Arab Emirates Short Code 2-way MO

MT Service Name: United Arab Emirates Short Code 2-way MT (GW978)

Ordering Information: A campaign brief is needed to be filled in as part of the order of a dedicated Short Code in United Arab Emirates.

United Kingdom

United Kingdom Long Number

Scope: SMS to and from UK subscribers via a dedicated UK Long Number.

MO Service Name:
MT Service Name: Sinch Global (GWO)

United Kingdom Short Code

Scope: SMS to and from UK subscribers via a dedicated or Shared UK Short Code.

MO Service Name: United Kingdom Short Code 2-way MO
MT Service Name: Sinch Global (GWO)

Ordering Information: For dedicated Short Codes the following information is needed:

- Tariff requested: Standard Rate
- Client Name
- Client VAT number (if UK client, state N/A if not)
- Service description
- Content Provide Contact Details (Client contact details)
  - o Email Address
  - o Phone Number
  - o Website

Shared Short Code option is available with registration of keywords.

United Kingdom FTEU Short Code

Scope: SMS to and from UK subscribers via a dedicated FTEU Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: United Kingdom Free To End User Short Code 2-way MO

MT Service Name: Sinch Global (GWO)

Ordering Information: For dedicated FTEU Short Codes the following information is needed:

- Tariff requested: FTEU
- Client Name
- Client VAT number (if UK client, state N/A if not)
- Service description
- Content Provide Contact Details (Client contact details)
    - Email Address
    - Phone Number
    - Website

United States

United States Short Code

Scope: SMS to and from US NANP subscribers via a dedicated Short Code.

MO Service Name: US Short Code 2-Way SC MO
MT Service Name: (GW111) US Short Code 2-Way

Ordering Information: A US SC must be leased, Sinch can do this, or the client can self-manage this. Complete Campaign description needs to be provided via Campaign Manager Portal located in Sinch Dashboard. The following information needs to be provided as part of the order:'

- SC (+ lease receipt or LOA for Brand ownership)
- Company Name/Brand
- Complete Call-To-Action, if website the actual website or "mockup" is required
- A description of the service/application
- Full Message Flow describing the MO and MT messages
- HELP and STOP (Opt-In and Opt-Out) Message Flow
- T's & C's and Privacy Policy links and/or mockups.
- Launch dates
- Migration Letter if applicable

United States Short Code Free-to-End User (FTEU)

Scope: SMS to and from US NANP subscribers via a dedicated Short Code.

MO Service Name: US Short Code FTEU 2-Way SC MO

MT Service Name: (GW111 FTEU) US Short Code FTEU 2-Way

Ordering Information: A US SC must be leased, Sinch can do this, or the client can self-manage this. Complete Campaign description needs to be provided via Campaign Manager Portal located in Sinch Dashboard. The following information needs to be provided as part of the order:

- SC (+ lease receipt or LOA for Brand ownership)
- Company Name/Brand
- Complete Call-To-Action, if website the actual website or "mockup" is required
- A description of the service/application
- Full Message Flow describing the MO and MT messages
- HELP and STOP (Opt-In and Opt-Out) Message Flow
- T's & C's and Privacy Policy links and/or mockups.
- Launch dates
- Migration Letter if applicable

United States and Canada 10DLC (Long Number)

Scope: SMS to and from US & Canada (All NANP) subscribers via a dedicated US or Canadian Long Number.

MO Service Name: US MO 2-Way 10DLC
MT Service Name: (GW 10DLC) US 10DLC

Ordering Information: A US LC can be purchased from Sinch. Sinch can also text-enabled, or port, a number from another provider. Sinch offers customers the ability to purchase numbers from us via an API or via our customer dashboard. Brands and Campaigns must be registered in TCR in order for the numbers to work properly in the ecosystem. Sinch can perform this activity for the customer, or they can do their own registration. You can order via the Customer Dashboard, via API, or via 10DLC registration form. The following is a list of necessary items to be provided by the customer if they prefer Sinch register their 10DLC numbers:

- Lease the number from Sinch or provide an LOA for Brand ownership
- Company Name / Brand Name / Tax ID / Address / Contact Information
- A description of the service/application/use case
- Sample MT message content
- HELP and STOP MT message flow content
- Launch dates
- LOA if applicable

United States and Canada Toll-Free (TFN)

Scope: SMS to and from US and Canada (All NANP) subscribers via a dedicated Toll-Free Number.

MO Service Name: US 2-Way MO Toll-Free
MT Service Name: (GW888) US Toll-Free Number

Ordering Information: A U.S. Toll-Free Number must be leased, Sinch can do this, or the client can self-manage this. Customers can also text-enable an 8xx number they already own; the customer (owner of the TFN) needs to provide a completed Letter of Authorization (LOA). A complete campaign description needs to be provided via the Verified Sender Form (VSF). The following information needs to be provided as part of the VSF:

- Company Name / Address / Contact Information
- A description of the service/application/use case
- A description of opt-in workflows
- Sample MT message content

The following information needs to be provided as part of the order:
- Verified Sender Form (VSF)
- LOA if customer will text-enable an 8xx number they already own
- Specify if MMS/Voice capability needed

Uruguay

Uruguay Short Code

Scope: SMS to and from Uruguayan subscribers via a Dedicated or Shared Uruguayan Short Code. The Short Codes are Free for the end user to text to (FTEU).

MO Service Name: Uruguay Free to End User Short Code 2-way MO

MT Service Name: Uruguay Free to End User Short Code 2-way MT (GW598)

Ordering Information: For dedicated Short Codes the following information is needed:

- Use case: (We need to inform if the SC will be for Marketing or Transactional traffic)
- Estimated monthly volume.

RCS Upscale Service

RCS Upscale

Scope: RCS Upscale Service enables customers to send SMS as RCS to the destinations where Sinch supports RCS while using their existing connection for SMS. Based on the Sender ID (RCS agent registered through Sinch), the routing will be adjusted to make sure the SMS delivered to the handset as an RCS.

MO Service Name: RCS MO
MT Service Name: RCS Upscale

Ordering Information: An RCS agent must be registered. It is done by Sinch on behalf of the customer. "Sinch RCS: Sender Agent enrolment form" document needs to be completed and attached to the order.

MMS Services

United States and Canada

United States and Canada Short Code

Scope: MMS to and from US NANP subscribers via a dedicated Short Code.

MO Service Name: US Short Code 2-Way SC MO *SMS Service is required!

MT Service Name: US Short Code 2-Way (GW111) *SMS Service is required!

Ordering Information: A US Short Code must be leased, Sinch can do this or the client can self-manage this. Complete Campaign description needs to be provided via Campaign Manager Portal located in Sinch Dashboard. The following information needs to be provided as part of the order:

- Short Code (+ lease receipt or LOA for Brand ownership)
- Company Name/Brand
- Complete Call To Action, If website the actual website or "mockup" is required
- A description of the service/application
- Full Message Flow describing the MO and MT messages, including screenshot of media if image content is sent
- HELP and STOP (Opt-in and Opt-out) Message Flow
- T's&C's and Privacy Policy links and/or mockups.
- Launch dates
- Migration Letter if applicable

United States and Canada Toll-Free (TFN)

Scope: MMS to and from US & Canadian subscribers via a dedicated Toll-Free Number.

MO Service Name: US 2-Way MO Toll Free *SMS Service is required!

MT Service Name: (GW888) US Toll Free Number *SMS Service is required!

Ordering Information: A US Toll-Free Number must be leased, Sinch can do this or the client can self-manage this. Customers can also text-enable an 8xx number they already own; The customer (owner of the TFN) needs to provide a completed Letter of Authorization (LOA). Complete Campaign description needs to be provided via the Verified Sender Form (VSF) The following information needs to be provided as part of the VSF:

- Company Name / Address / Contact Information
- A description of the service/application/use case
- A description of opt-in workflows
- Sample MT message content

The following information needs to be provided as part of the order:
- Verified Sender Form (VSF)
- LOA if customer will text-enable an 8xx number they already own
- Specify if MMS/Voice capability needed

United States and Canada Long Number (10DLC)

Scope: MMS to and from US & Canadian subscribers via a dedicated 10-digit long code.

MO Service Name: US MO 2-Way 10DLC *SMS Service is required!

MT Service Name: US MO 2-Way 10DLC (GW10DLC) *SMS Service is required!

Ordering Information: A US LC can be purchased from Sinch. Sinch can also text-enabled, or port, a number from another provider. Sinch offers customers the ability to purchase numbers from us via an API or via our customer dashboard. Brands and Campaigns must be registered in TCR in order for the numbers to work properly in the ecosystem. Sinch can perform this activity for the customer, or they can do their own registration. You can order via the Customer Dashboard, via API, or via 10DLC registration form. The following is a list of necessary items to be provided by the customer if they prefer Sinch register their 10DLC numbers:

- Lease the number from Sinch or provide an LOA for Brand ownership
- Company Name / Brand Name / Tax ID / Address / Contact Information
- A description of the service/application/use case
- Sample MT message content
- HELP and STOP MT message flow content
- Launch dates
- LOA if applicable
- Specify if MMS/Voice capability needed

Australia

Scope: MMS to and from Australian subscribers via a dedicated Australian Long Number

To send a campaign, the MMS Long Number needs to be preregistered/set-up on the MMS platform (no other originator is allowed).

The same Long Number is also set up for the client under "Australia MO MMS Enabled" inbound product

Number Lookup Services

Number Portability Lookup

This is our primary number lookup service offering and relevant in all markets where mobile number portability has been launched. It provides a query based service to obtain information on port corrected mobile subscriber data. Purpose is to resolve operator belonging of a mobile number in markets where Mobile Number Portability is enabled.

We use a mix of sources to obtain global coverage. Primary sources are always various domestic number portability databases. We also add other remote sources for maximum reach. This product guarantees only the return of MCC/MNC (Mobile Country Code/Mobile Network Code) to identify which operator a subscriber belongs to.

Real-Time Lookup

This is an extended information service. Coverage is not as extensive as on our Number Portability Lookup product, but on the upside for using this product is that data is always available in real-time and provides up to date subscriber status along. This is addition to information of operator belonging with MCC/MNC. This service contains only operator sources and returns longer International Mobile Subscriber Identity (IMSI) in real-time.

Number Portability Lookup (Enhanced) – North America Only

This is our secondary number lookup service offering and relevant in some markets where mobile number portability has been launched. This is a real time query–based service utilizing port corrected mobile subscriber data. Purpose is to resolve operator belonging of a mobile number in markets where Mobile Number Portability is enabled. Through access with one single account, the following information is returned:

- NETWORK – MCC/MNC
- TYPE – type of number,
- SPSR – sponsor network, and
- HNI – home network identity

Non-terminating SMS services

Load Test

This is a service tailored to clients that need to test Sinch's platform resilience or platform-to-platform capacity during a limited time. No SMS messages are sent out from Sinch's platform via this service, instead it's geared to produce a failed or positive delivery report.

Service Specific implementation:
- Traffic to specific ranges starting with 4400000000 and 467070 will return a failed Delivery Report with error code 300
- Traffic to all other numbers and ranges starting with 1-9 returns a positive Delivery Report

This is by implementation a one-way messaging offer, but no outbound SMS is ever generated from Sinch's platform on this service.

MT Service Nname: LoadTest (TST)

Blocked Destinations

This is a service that can be applied on the routing for specific clients that for different reasons should not have any messages sent to a specific destination. An example implementation would be to comply with a client's local embargo restrictions with other countries.

No SMS messages are sent out from Sinch's platform via this service, instead it's geared to reject all messages with reason Destination Blocked.

MT Service Name: Blocked Destinations (Blocked)