Telenor Pakistan
Tore Johnsen, CEO
Full-scale industrialisation

Pakistan – A great opportunity for Telenor

- Population: 154 million
- Population per sq KM: 193
- Population in urban areas: 38.8%
- GDP per head: 2,210 (US$ PPP)
- Real GDP growth 2004: 6.3%
- Fixed line penetration (2003): 2.7%

Sources:
EIU (Economist Intelligence Unit)
ITU (International Telecom Unit)
The regulatory and political framework

- Telecom authorities promote transparency and a level playing field
- Telecom policies well developed, implementation the key
- Telenor to focus on strict business ethics and code of conduct

Deploying the Mobile Way from day one

- Critical success factors
  - Time to market
  - Efficient operation
  - Standardised solutions
  - Quality
Network rollout

11 months from licence award to launch

- Licence awarded
- Business strategy and vendor selection in place
- Site acquisition
- Network design
- Build Organisation
- Network Rollout (180 days)
- Launch

April 14th 2004
May 2004
June 2004
September 2004
15th March 2005

- Launch Islamabad, Karachi, Rawalpindi, 15th March
- Launch Lahore, Faisalabad, Hyderabad, 23rd March

Population coverage at launch: 32 million
Coverage end 2005: 1800+ base stations (175 cities)
Licence requirement 2008: minimum 70% of all administrative areas (45% population coverage)
Accumulated CAPEX end of 2007: US$600-700 million (excluding licence payments)
Telenor – building a strong brand

- Telenor Pakistan takes position as the Quality Operator based upon
  - Simplicity
  - Attractiveness
  - Trustworthiness
  - Service Quality

344K subscribers after 17 days

Market share (Q105)

- Ufone 22%
- Paktel 8%
- Telenor 4%
- Instaphone 6%
- Mobilink 60%

Source: Based on local press reports
Telenor Pakistan guidance

- 2005
  - Penetration around 10%
  - Market share target 10%
  - Government tax of approx. US$17 per new connection expected to be halved
  - General market ARPU dilution

- 2007
  - First year of positive EBITDA

- 2008
  - Penetration around 20%
  - Market Share around 20%
  - Blended ARPU US$5 - 7

Source: Economist Intelligence Unit 2005