

welcome to capital markets day 2005



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## GrameenPhone

Erik Aas, CEO

Creating Value in an Emerging Market



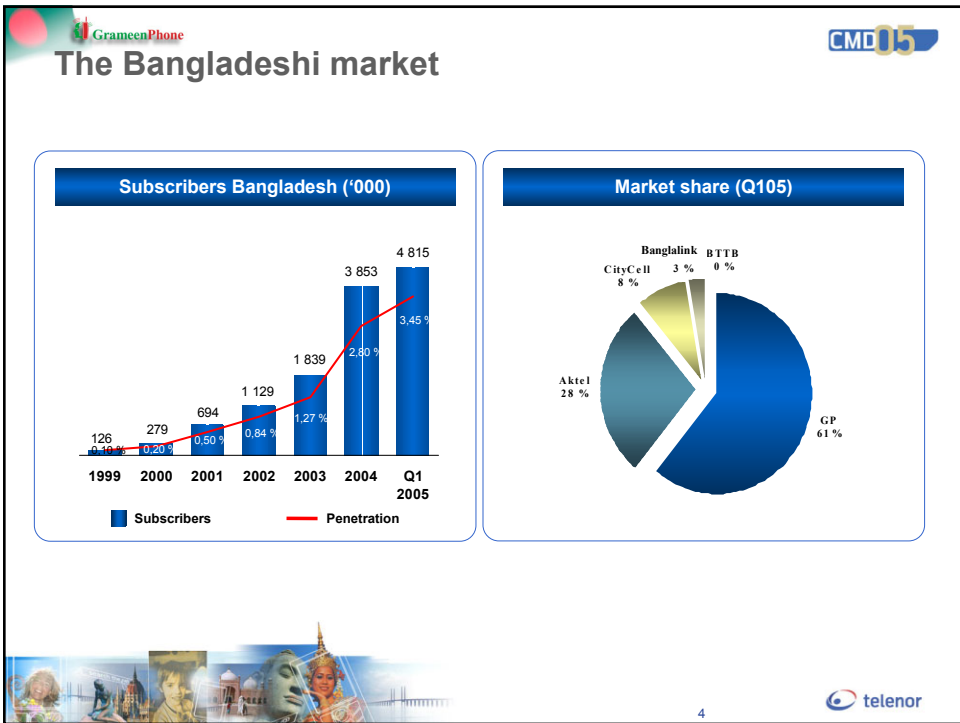
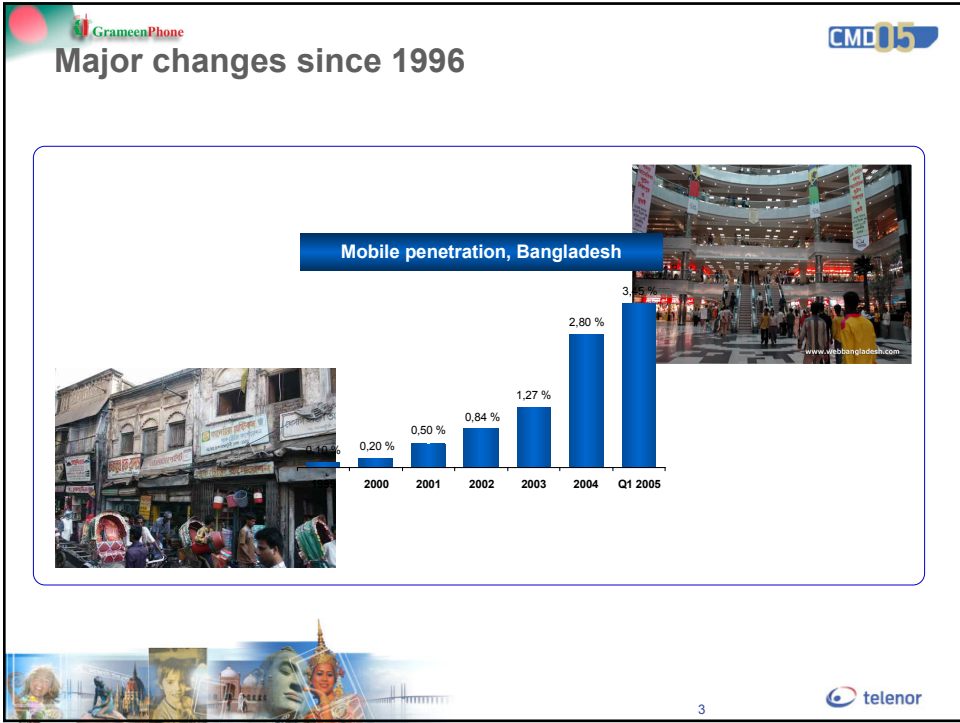
## Bangladesh: Densely populated – low GDP

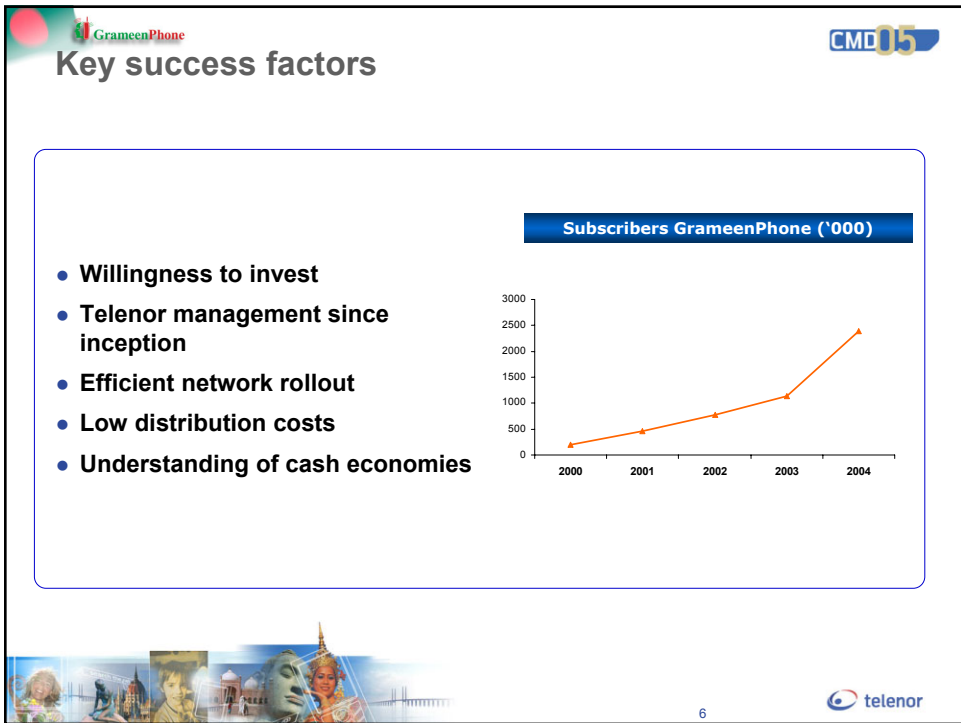
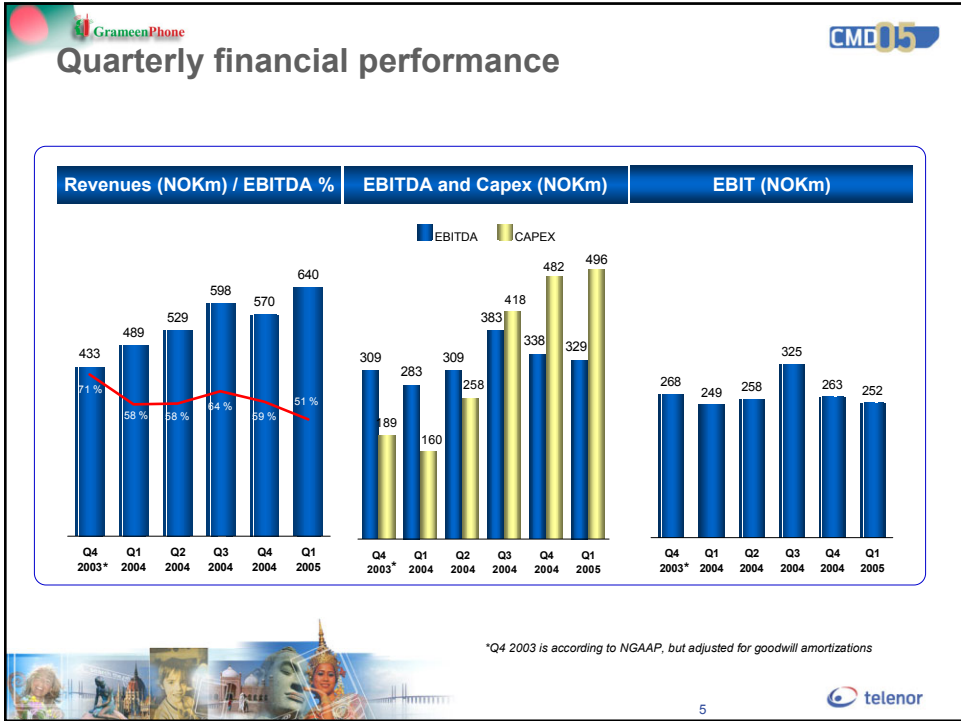
- **Population: 140 million**
- **Population per sq KM: 915**
- **Population in urban areas: 23.4%**
- **GDP per head: 1,500 (US\$ PPP)**
- **Real GDP growth 2004: 5.5%**
- **Fixed line penetration (2003): 0.5%**



Source:  
EIU (Economist Intelligence Unit)  
ITU (International Telecom Unit)







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## Market development

**Entry of International Players**

- Telecom Malaysia - 70% stake in AKTel
- Orascom – 100% ownership of Banglalink

| Company    | Market Share (%) |
|------------|------------------|
| GP         | 61%              |
| AKTel      | 28%              |
| Banglalink | 8%               |
| CityCell   | 3%               |
| BTB        | 9%               |

**Maintaining Market Share**

- Increase population coverage from 55 to 80% in 2005
- Superior quality – new 1800 frequency
- Improved distribution
- Price innovation
  - Low denomination scratch cards
  - Electronic reload
- Segment solutions **djuice**
  - djuice launch with short lead time



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## A successful telco means significant indirect value for society

- One of the largest tax payers
- Significant buyer of local services and products incl. vendors, service industry and financial sector
- Providing a technological locomotive for IT and communication




*US President Bill Clinton visits the GP Village Phone initiative, March 2000*

**Highly recognized as a Socially Responsible Company in Bangladesh**




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## “My Country – My Pride!”



**Bangladesh National Cricket Team**



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