

Presentation of GrameenPhone

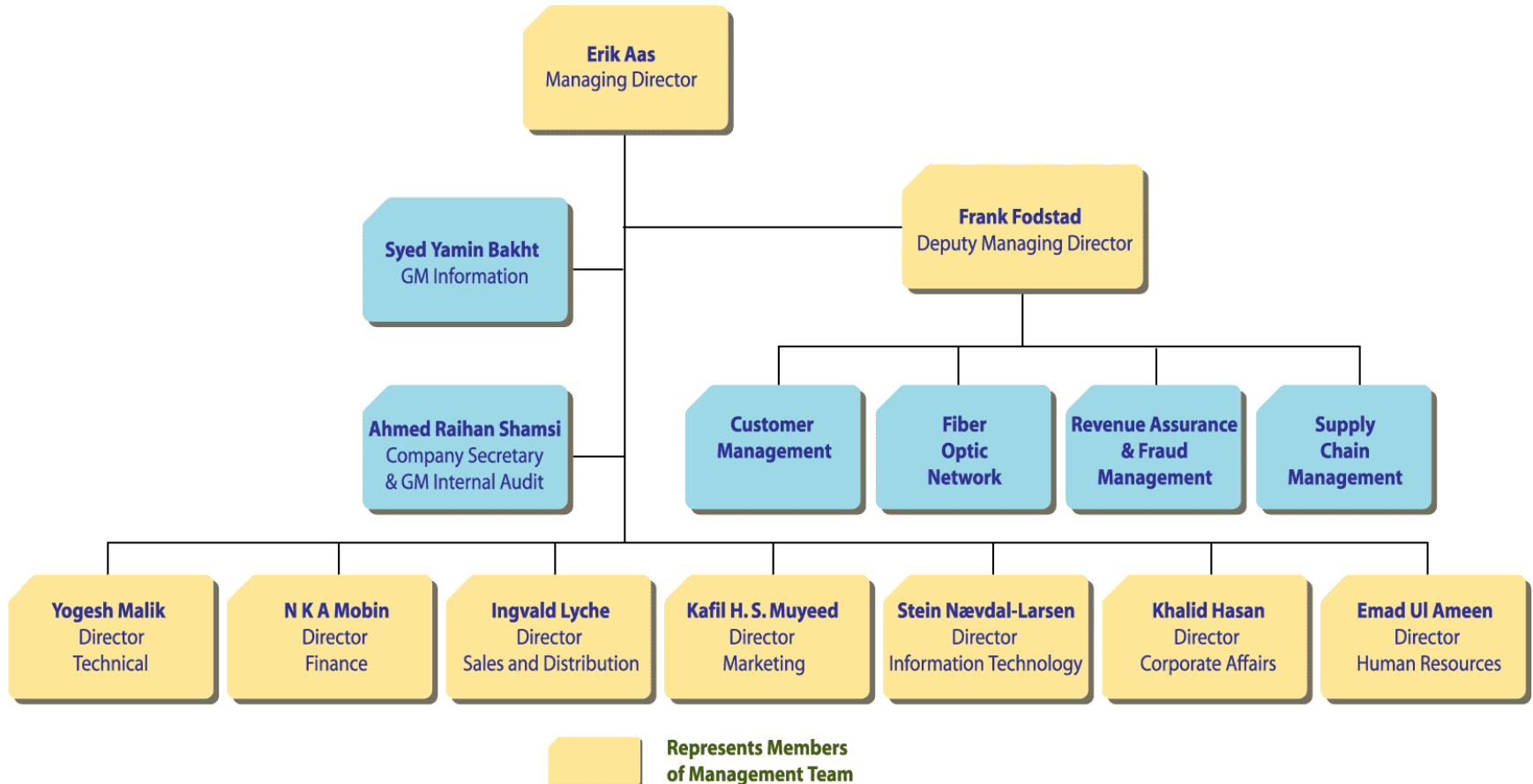
Discussions with the Management Team

August 22, 2005



GP organisation

Management Group

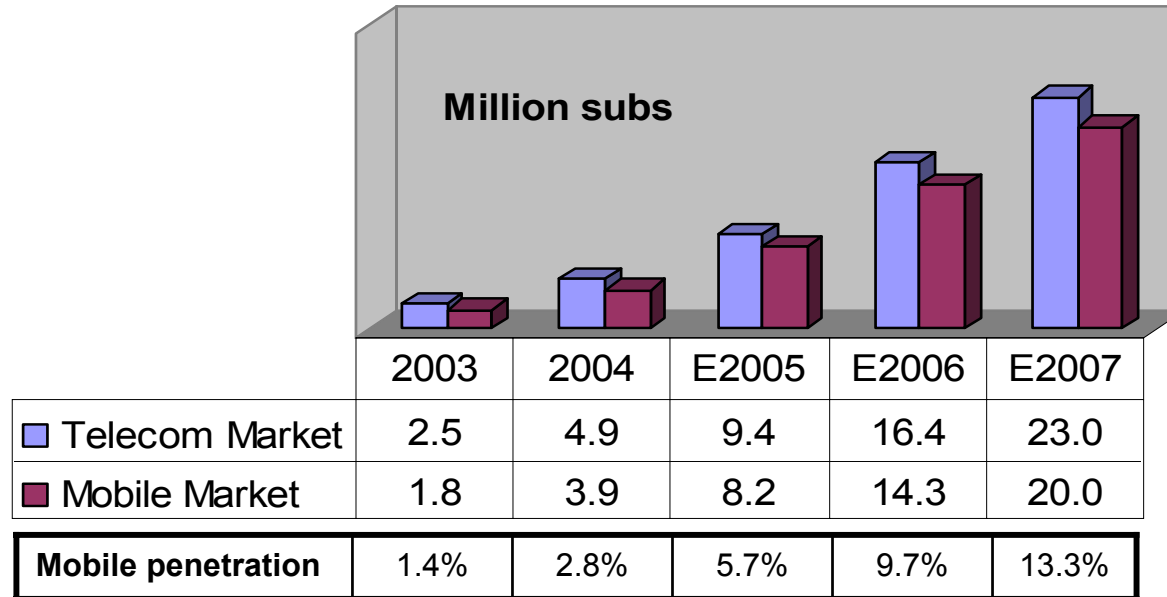


Management presentation - content

- GP Organisation
- Telecom industry
- GP history and milestones
- GP in Bangladesh
- GP strategy
- Sales and Marketing activities
- The GP network
- CSR and sponsorship activities
- The Village Phone Program
- GP financials

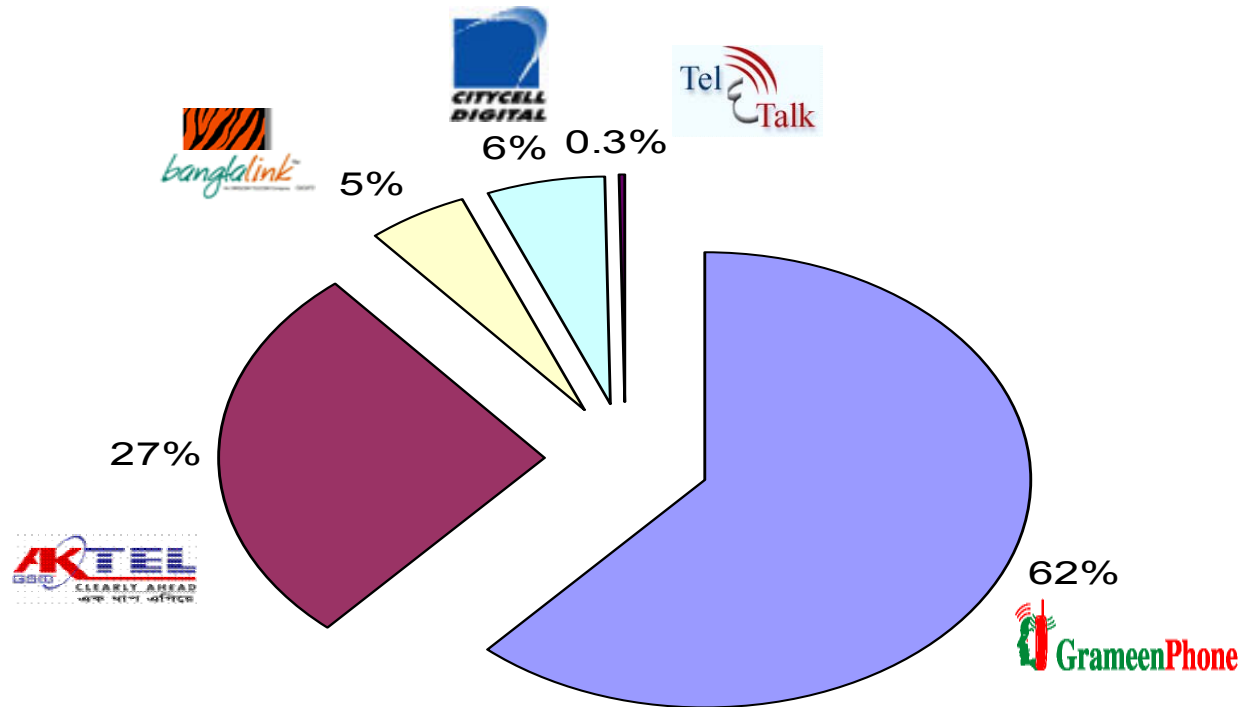
Telecom Industry

13% mobile penetration by 2007



Numbers from GP

Mobile is dominated by GP



Numbers per Q2-2005

Regulatory environment

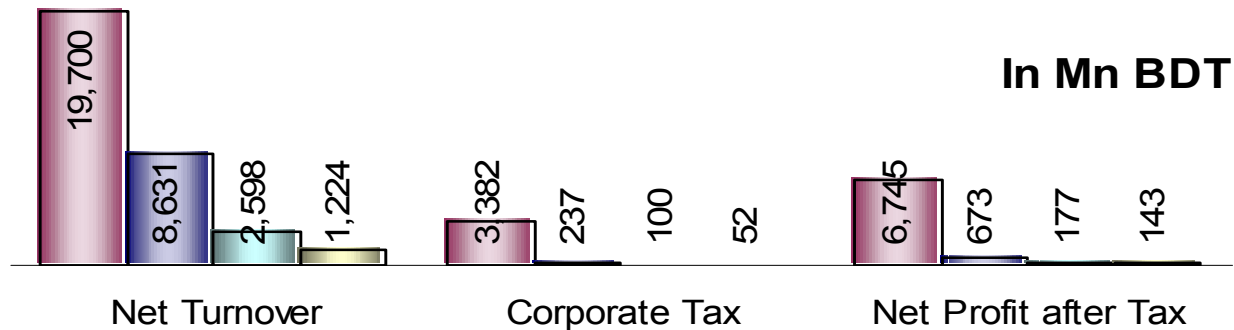
- The Bangladesh Telecommunications Regulatory Commission, a statutory body, was formed in January 2002
- It is trying to build competence and run projects with the help of ITU, World Bank and other international organizations

Regulatory challenges

- Some PSTN operators are providing mobility by using WLL technology
 - violation of licensing terms
 - 37 licenses (to 9 companies) for different regions
- Interconnect agreement with BTTB (fixed and international operator)
- To obtain VOIP license for international capacity
- Awaiting BTTB to establish connection to sea cable
- Secure continuous free market pricing
- To work with Government to avoid any new subscriber based taxes (like the newly imposed SIM tax)
- To secure a level playing field and equal implementation of licensing terms
- Extensive support and synergies are achieved through the Telenor group in the regulatory area

GP in Bangladesh

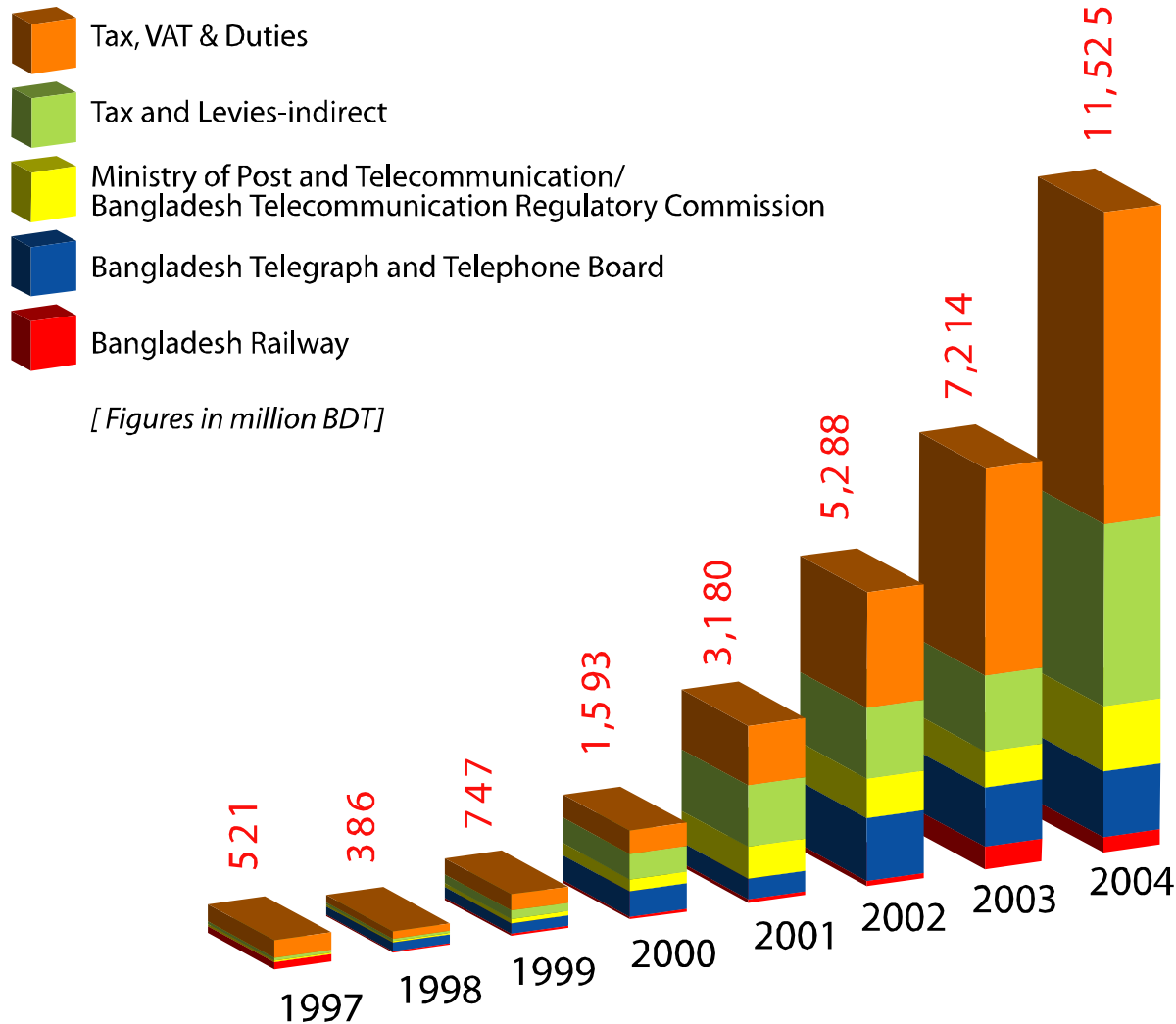
Large MNCs 2004



- GrameenPhone
- British American Tobacco Bangladesh
- Bata Shoe Co. (Bangladesh)
- British Oxygen Company (Bangladesh)

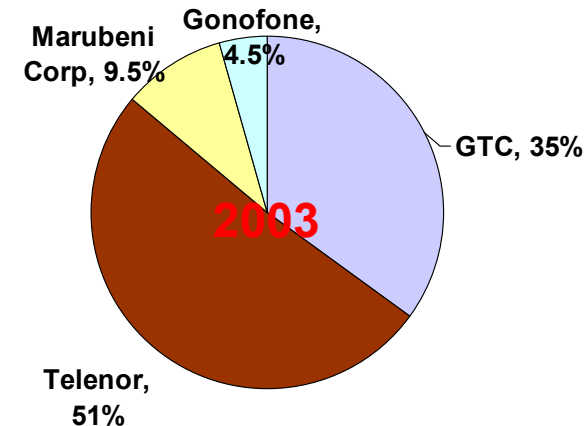
GP in Bangladesh

Contribution to Government Exchequer



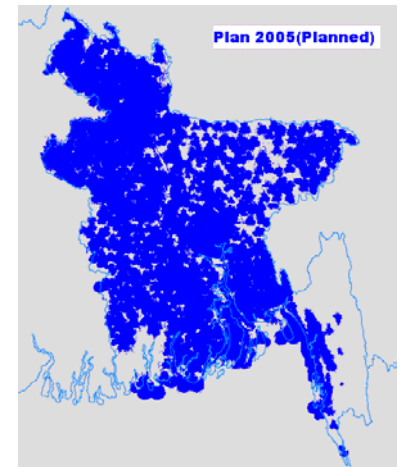
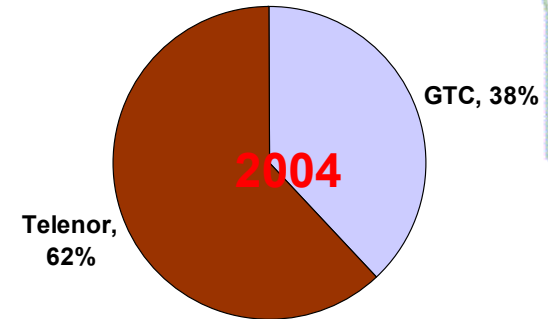
GP history and milestones

- Nov '96** Received license, 400k fixed lines in Bangladesh
4 shareholders
- Mar '97** Launched Village Phone and commercial services in Dhaka
- Sep '99** Launched the first Prepaid Service in the country
- Mar '00** US President Bill Clinton visited Bangladesh and Village Phone
- Jun '00** 100K customers
- Aug '03** 1 million customers
- Oct '03** First dividend payout



GP history and milestones (2)

- Mar '04** Covered 61 districts (total 64)
- Apr '04** Established interconnect charging with other mobile operators
- Dec '04** 2 Shareholders: 62% Telenor, 38% Grameen Telecom
- Dec '04** Obtained 1800 frequency license
- Sep '05** 4 million customers and growing fast...
- Dec '05** 85% population coverage



GP strategy

Telenor Mobile way - tools

- Strategy and business planning tools
- HR and management tools
- Common segmentation and products
 - Reduced time to market
 - Pricing strategies
 - Benchmarking and brand management
- Distribution – best practice
- Infrastructure management and procurement
 - Benchmarking
 - Large procurement synergies

Sales and Marketing activities

Djuice – a segmented product

- More than 300k customers
- A number of djuice branded activities
- Lifestyle
- Different !



Sales and Marketing activities

Strong brand position – corporate ads



* The picture above beholds such spirit that no headline can express
We greet our National Cricket Team to uphold our pride once again

 **GrameenPhone**
Official Sponsor of Bangladesh National Cricket Team



আমরা বিজয় দেখিনি

দিকের দিকে তাকানি
কুচি লগ পাইলে অর্ন্তেচা,
চোখের সত্যে থেকে
এ মুহূর্তে যেটি কোল অঙ্গমা,
তবুও অসীম স্বপ্নেরে যশ
হয়ে থাকে। লক্ষ মুহূর্তে কাল,
তবুও মুখ, আমাদের অমূল্য সম্পদের যেমন মূল্য
আছে একটি দিন...২৬ মে ১৯৭১।

ভাঙ্গি, শত্রুর হাতিয়ার উপর শব্দ সূর্য মানে
কতই একটি পতাকা।
এ পাল-শত্রুর আমাদের অঙ্গমা,
এ পাল-শত্রুর আমাদের স্বাধীনতা।

 গ্রামীণফোন

Sales and Marketing activities

Product and sales campaigns

Special promotion
10 August to 10 September
Get 400 Free!
Talk and SMS



st
minute
T&T
incoming
free
on your **EASY Gold**

From now on, all existing and new EASY Gold subscribers will enjoy this facility

- Pre-Paid with both way T&T (Local, NWD & ISD) connectivity now available at only Tk. 2000
- T&T incoming at only Tk. 2/min. from 2nd minute onwards
- For outgoing calls, 30 second pulse for 1st minute and 20 second pulse from 2nd minute onwards
- Tk. 1.5/pulse for 1st minute and Tk. 1/pulse from 2nd minute onwards for My Time, EASY Hour and My EASY
- VAT applicable for all tariffs
- Conditions Apply

www.grameenphone.com

GrameenPhone

GrameenPhone

Spring Festival

Be with us
to celebrate this spring time

We are offering you a complete package at Tk. 3800 only
which includes an EASY Pre-Paid connection,
a handset and one Tk. 50 scratch card

See inner page for attractive package offers

My Time
Tk. 3/min* to any GP number
from 6 am-9 am or 1 pm-4 pm

My EASY
24 hours at Tk. 3/min*
to one GP number

EASY Hours
Tk. 3/min* to any mobile
from 12 am-6 am

31 day validity for Tk. 300 scratch card
and 62 day validity for Tk. 600 scratch card.
Extra 7 days incoming facility after valid period.

*Taxes & levies applicable

Introducing
anytime 500
with
1 sec. pulse

140 Monthly Access Fee!

Get 500 minutes of **free** talk-time

- Offer running till 31st March
- Tk. 3/min to any GP number
- Network dependent Tk. 3/min connectivity to other operators
- 1st minute 100 second pulse and 20 second pulse from 2nd minute onwards
- Monthly validity till 31st March
- Offer running till 31st March 2010
- 1000 second pulse for 1st minute and 20 second pulse from 2nd minute onwards
- 1000 second pulse for 1st minute and 20 second pulse from 2nd minute onwards

www.grameenphone.com

GrameenPhone



GRAMEENPHONE BRINGS YOU

EDGE

THE MOST ADVANCED HIGH SPEED
MOBILE INTERNET AND DATA SERVICE

upto **8** Times
Faster Than
GPRS

Sales and Marketing activities

Prepaid customers - knowledge



Traditional
Scratch
cards



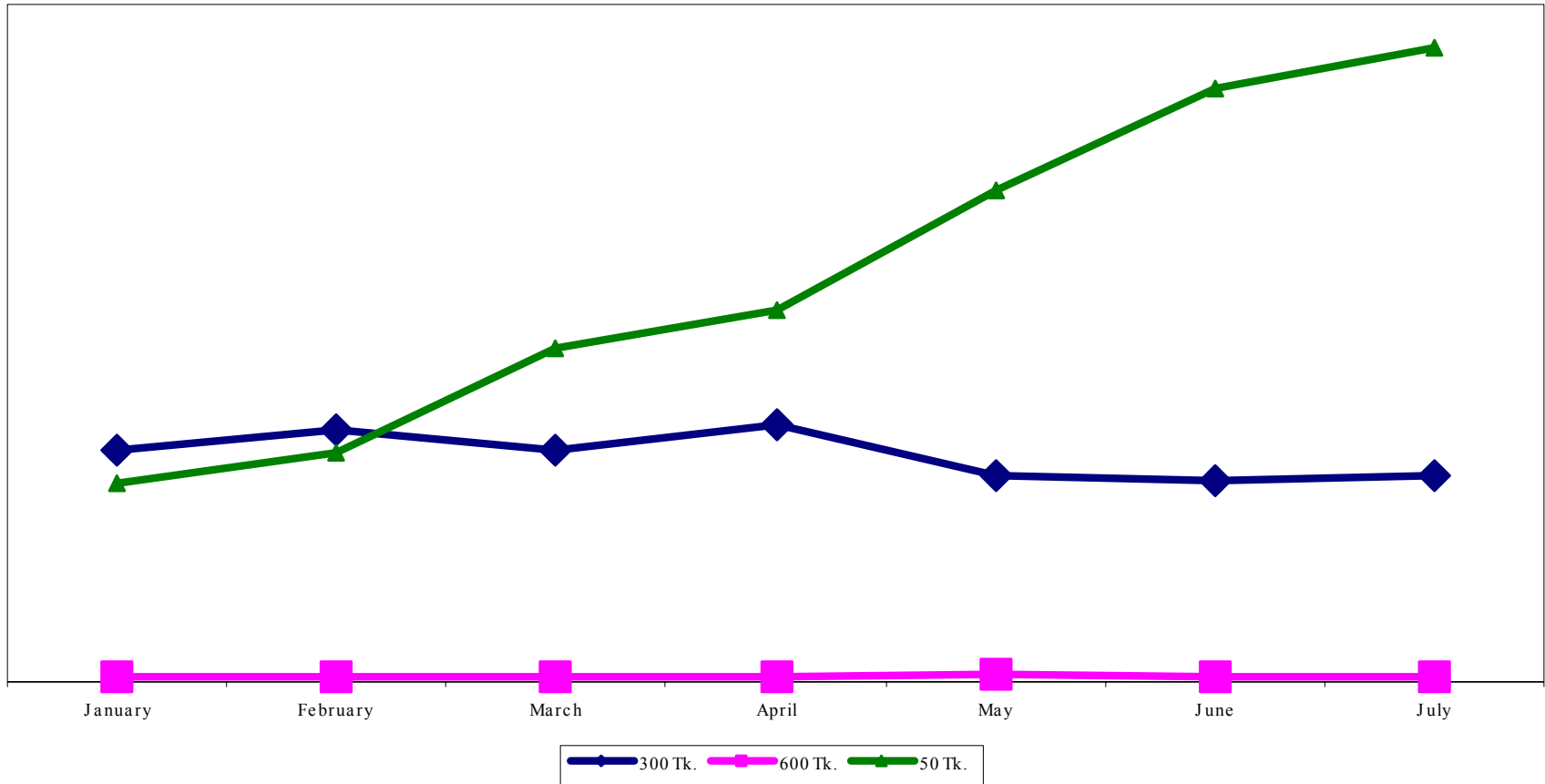
Cost efficient
Scratch
cards

FlexiLOAD

Electronic recharge
For cost savings
And more flexibility

Sales and Marketing activities

Prepaid recharge – cash economy

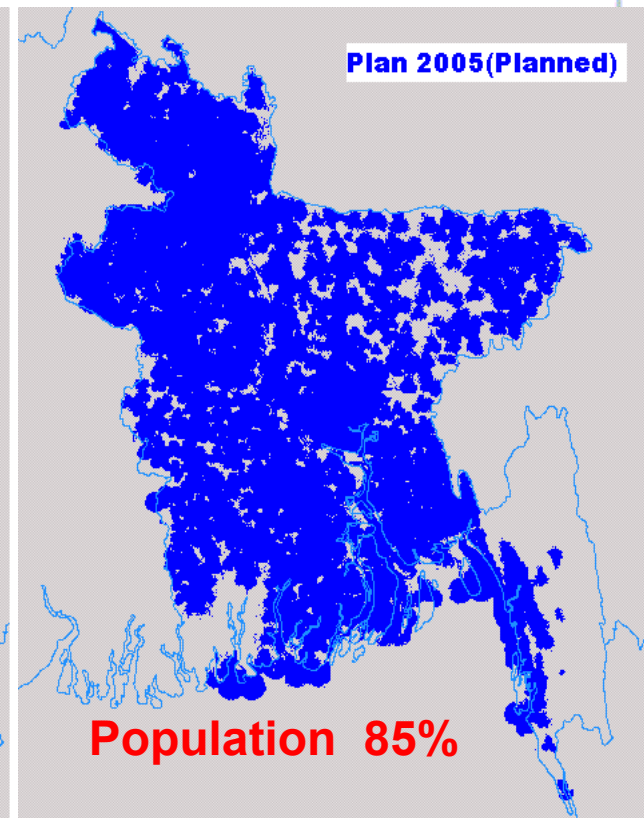
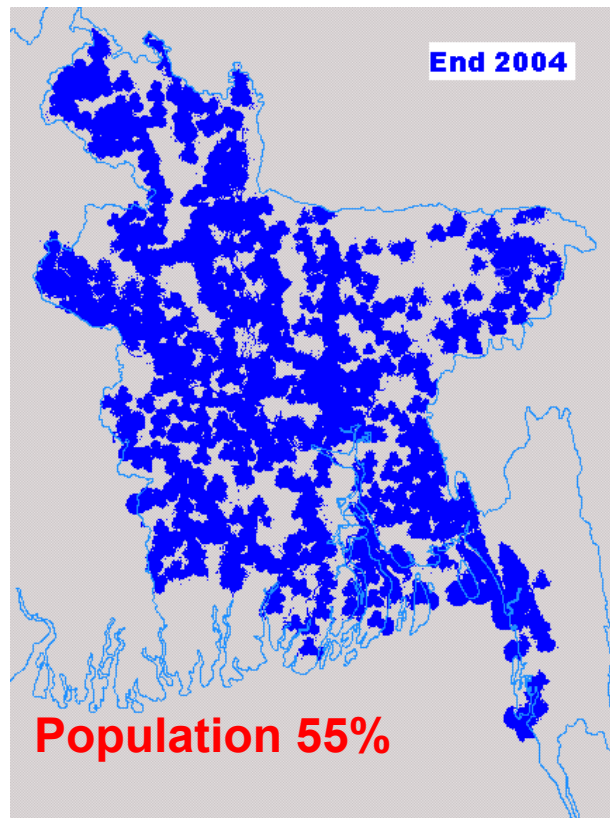
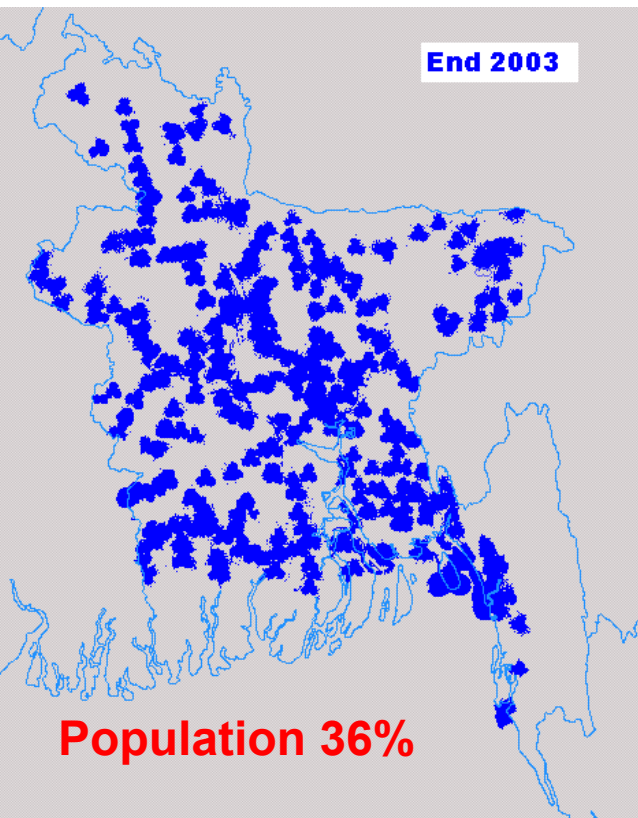


Best distribution – competitive advantage

- Adjusting the distribution structure for cost efficiency and quality
- Controlling product delivery and securing transparent prices. Focus on the end seller
- Exclusive channels for some segments
- Sales channel focus and loyalty towards GP with strong Trade Marketing support
- Increased focus on regional sales and service organization

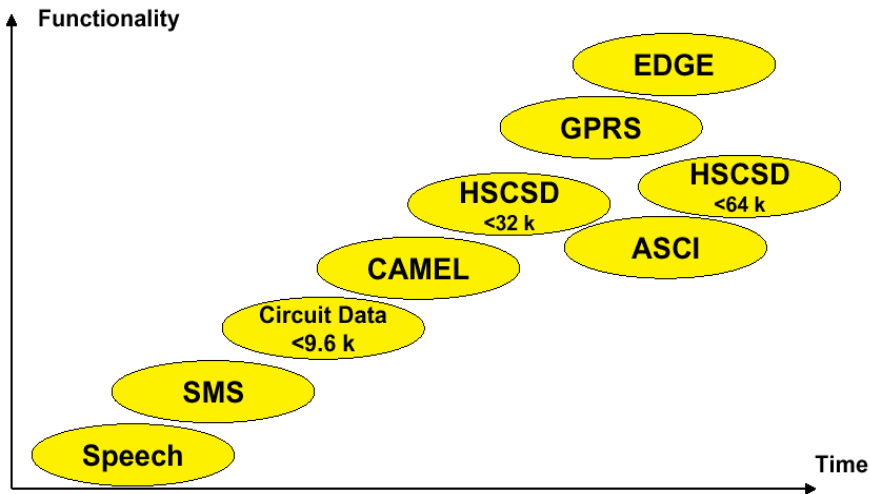
GP Network

Best coverage in Bangladesh



Introducing new technology

Network Evolution (1)



- Introduction of Dual Band
- Capacity Enhancement
- Introduction of Data
- Evolution towards “3G type”
- Customer based optimization

Introducing new technology

Network Evolution (2)

Countrywide coverage

- Extensive countrywide coverage
- Provide GP services every where all the time

Capacity

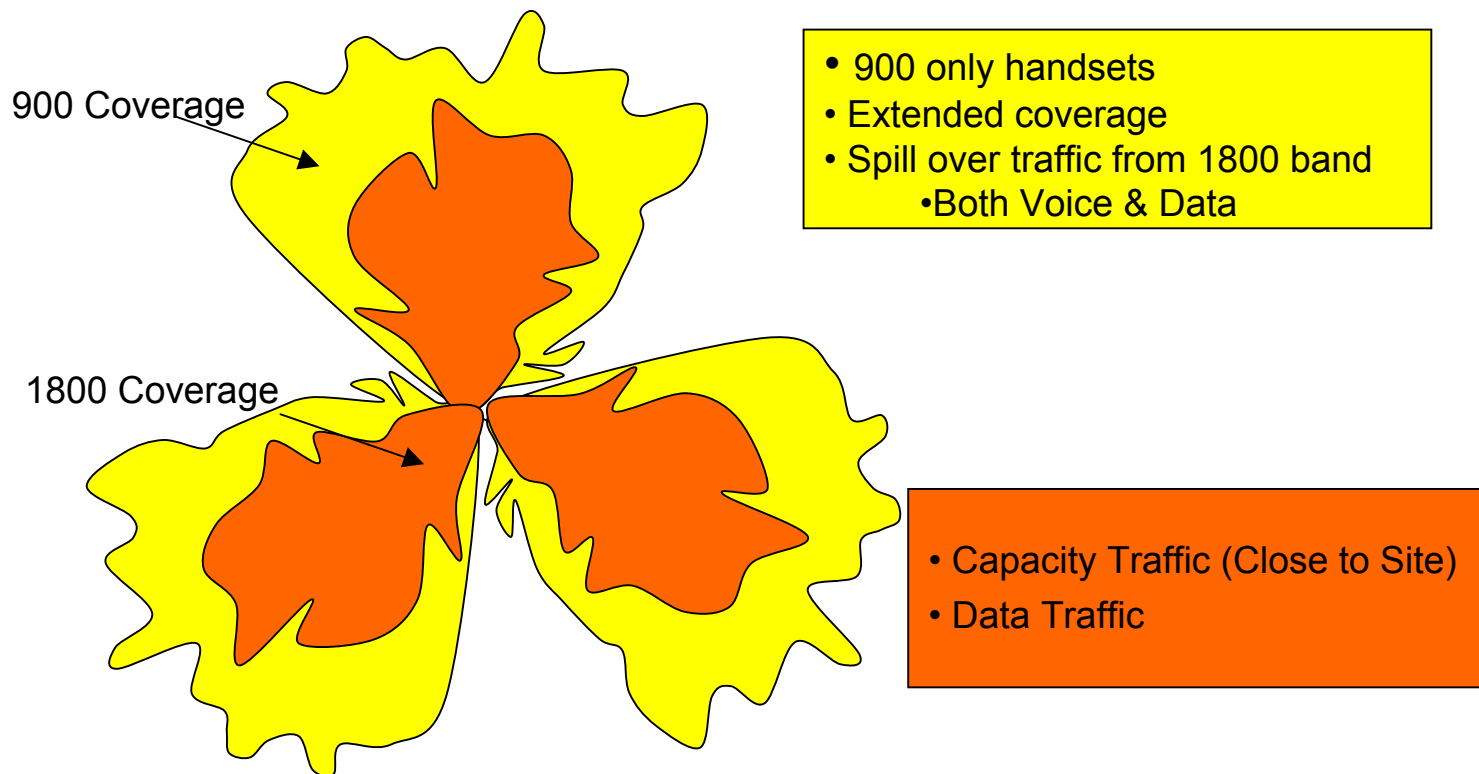
- Focus on capacity expansion:
 - New capacity sites
 - Dual band network
- Optimize for better quality

Business & Service focus

- Focus on targeted coverage improvement
 - Indoor Coverage
 - Highway Coverage
 - Hot Spots
- Data Introduction (Edge Technology)

Enhanced Customer focus

Extensive use of Dual Band sites



Example (*overlay diagram and key principles*)

CSR and sponsorship activities

Funding various charitable activities

- Computers to schools and institutions
- Long term funding of orphanage
- Road beautification projects
- Raising funds for tsunami victims
- Earthquake Preparedness program
- A number of socio-cultural activities



CSR and sponsorship activities

Sponsoring various sports

GrameenPhone to sponsor Tigers for two more years

STAFF CORRESPONDENT

GRAMEENPHONE extended their contract with Bangladesh Cricket Board as sponsor of the national cricket team for another two years.

This was revealed at a press conference at the Sonargaon Hotel on Tuesday. The giant mobile phone company of the country expressed their satisfaction over the recent performances of Bangladesh cricket team.

According to the new contract, the BCB will get Tk 3.5 crore which is more than double the amount of the previous two-year deal. As per new deal the GrameenPhone will also provide 45 cell-phones with special call rate, suitcases and ties with their brand logo on them.

BCB president Ali Asghar thanked the GrameenPhone for signing the new contract and giving their all-out support for the promotion of cricket.

'Cricket is an expensive game and you need a huge amount of money all the time. I hope with



Erik Aas (C) the managing director of GrameenPhone, announces his organisation's sponsorship of the national cricket team for another two years at a press conference on Tuesday. — NEW AGE PHOTO

the new deal the BCB will be able to expand the cricketing activities,' said the BCB president.

Chief executive officer of the BCB, Macky Dudhia, informed that GrameenPhone won the sponsorship deal outbidding two banks and another big mobile phone company.

'GrameenPhone started sponsoring the national team two years ago at a difficult time. Now the cricket marketing is expanding and GrameenPhone will get a good exposure in the international arena,' said Dudhia.

The CEO also thanked the cell-phone company for sponsoring the age-group teams and patronising the pace hunting programme and the corporate league. The former Zimbabwean cricketer also informed that another pace hunting programme will be organised within a year with the help of GrameenPhone.

Managing director of GrameenPhone Erik Aas confessed they are happy at the way Bangladesh won the series

against Zimbabwe and beat the world champions Australia recently which proves that the team is improving.

'We know Bangladesh team needs some time to improve. We are always beside them and want to walk with them in future for more success,' said the managing director. Director of marketing, Kafil SH Mueyed was also present at the press conference. He informed that the GP would like to appoint some of the cricketer as their brand ambassadors.



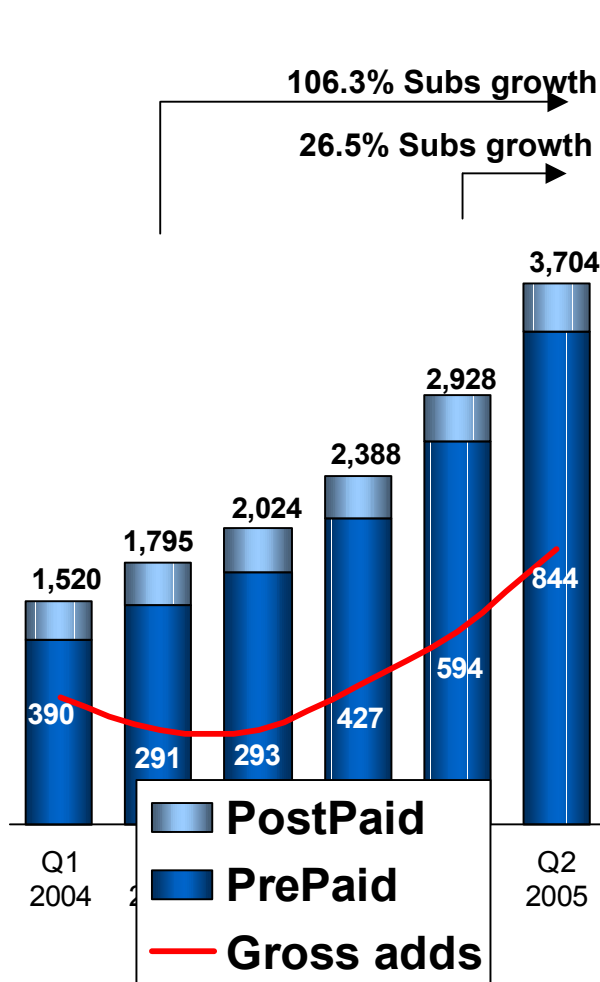
The Village Phone Program

- The Village Phone Program was started in March 1997
- It provides telephone services in remote rural areas
- Currently 150k village phones in 50k villages

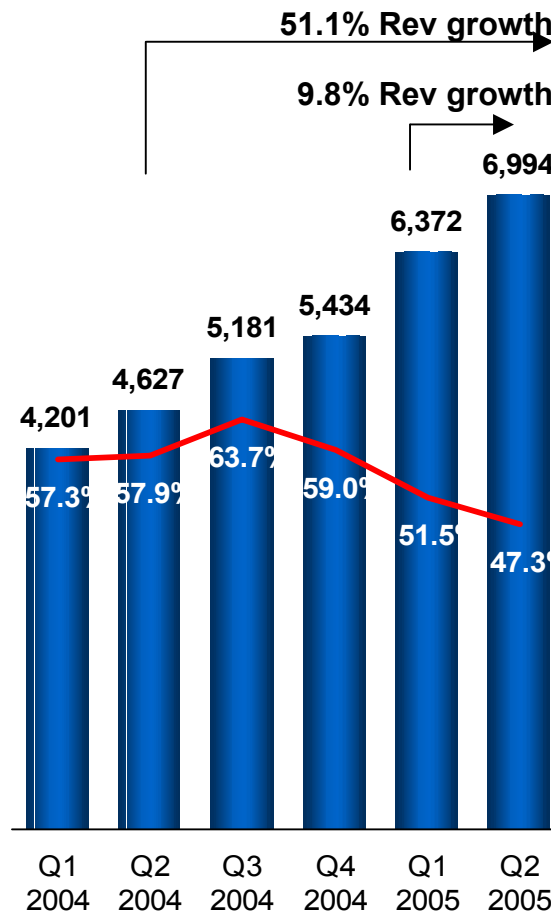


Trends since 2004

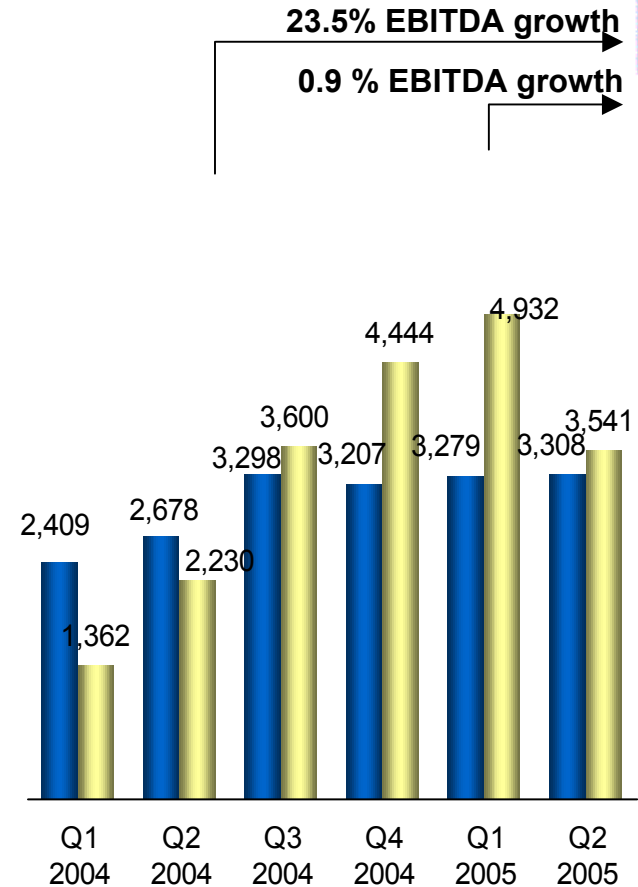
Subs / Gross adds ('000)



Revenues / EBITDA %



EBITDA and Capex



ARPU trend

