

# Ncell briefing

Kathmandu  
February 2, 2012

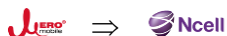


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## Ncell in brief

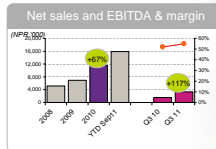
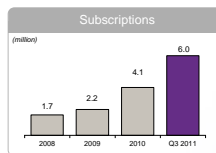
- Established in 2004 as Spice Nepal Private Ltd
  - second GSM operator
  - first private mobile operator in Nepal
- Services commercially launched in September 2005 under Mero Mobile brand
- TeliaSonera acquired majority shareholding in October 2008
- Rebranded to Ncell in March 2010



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## 2011 revenues have doubled for both Ncell and Nepal



- 7.1 million subscriptions today
- Revenues doubled in Q3 2011 y-o-y
- EBITDA margin above 50%
- Ncell pays more than 50% taxes and other tax type fees of the total revenue



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## What's next?



## Ncell main focus areas

- Brand visibility and distribution network
- Network capacity increase
  - Green energy (solar)
- Aggressive subscriber acquisition
- Improve customer experience
- Data services (3G)
  - Launch of 7.2 Mbps in Kathmandu
- Regulation issues
  - Promoting a level-play field

1 Secure and sustain no.1 mobile operator position



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## Frequencies in use in Ncell currently

Allocated band Uplink, MHz	Allocated band Downlink, MHz	Technology
902.6 – 910.6	947.6 – 955.6	GSM-900
1732 - 1743	1827 - 1838	GSM-1800
1960-1970	2150-2160	WCDMA

What is the next strategy for broadband service? For LTE what frequency would be a benefit with respect to cost and value addition for operator and authority? Can the frequencies be used mixed for different technologies?

## Broadband issues from Ncell point

- Ncell has applied LTE frequencies a year ago and so far no reply obtained
- Ncell has been running mobile internet business with 3G for 2 years, investing a lot of money in coverage at 16 cities
- The proposal of an auction of 3G out of the blue! In a year of Nepal FDI?
- Nepal has a big business of ILD, build by telecom operators
- The proposal of the ILD/VOIP to be made free riding through ISPs, terminating low quality and cheap traffic to the heavily invested mobile infrastructure ?
- Only winners are ISPs, foreign carriers, and people outside Nepal. Looser will be the telecom operators and Nepal government itself!
- LTE with fast & high quality data is an opportunity for broadband operators and Nepal

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## Supporting education- for 5000 students in 2011

- Adopt the school
- Bridging the digital library
- Girls scholarship
- Voice against Human trafficking



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