

## PRESS RELEASE

### **Warid Telecom continues to set pace for subscriber growth in the Bangladesh mobile sector, according to new mobile operator market research report by IEMR**

**Vancouver, October 16, 2008 – IE Market Research Corp. (IEMR)**, the Canadian-based provider of market intelligence services, announced today the release of its 4Q08 Bangladesh Mobile Operator Forecast.

“The 4Q08 Mobile Operator Forecasts demonstrate IEMR’s capability to gather information from a variety of global resources and model it into accurate and timely forecasts for our clients,” said Nizar Assanie, Vice President of Research at IEMR. “Clients will find the information easily accessible, comprehensive, and exceptionally relevant to enable them to make sound business and investment decisions about mobile operators and vendors strategies”.

IEMR’s Bangladesh Mobile Operator Forecast covers up to 65 financial and operational metrics on six wireless operators. Notable highlights of the 4Q08 Bangladesh Mobile Operator Forecast include:

- Total subscribers in Bangladesh will increase from the projected 46.9 million in 2008 to 58.2 million in 2010. We, therefore, forecast that the level of wireless penetration will increase steadily in Bangladesh from our projected 29.0% in 2008 to 34.7% in 2010.
- The level of competition in the wireless market will continue to increase, and the HHI index will go down from 0.298 in 2008 to 0.285 in 2010.
- The largest operator in the country will continue to be GrameenPhone (Telenor), but its market share (by subscribers) will decrease from 45.0% to 42.9% in the forecast period, 2008 – 2010. Overall, the three largest operators in the country (Bangalink/Sheba, GrameenPhone, and TM International) will be losing market shares to a smaller operator, Warid, over the next three years.

IEMR’s Global Mobile Operator Forecast covers up to 65 operational metrics of 213 mobile operators in 50+ countries, making up 80% of the world’s population. Forecasts are based on our proprietary, country-specific forecasting models. These models deploy multiple regression analysis and cross-impact matrices that estimate relationships between subscriber data, technology use and deployment data, overall economic and demographic changes expected in a particular country; and relate these to company operational and financial metrics.

Companies Covered in this Country Mobile Operator Forecast

Bangalink/Sheba (Orascom Tel)

GrameenPhone (Telenor)

TM Int'l (Telekom Malaysia)

PBTL (SingTel)

Warid

BTTB

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\* Available only for Bangalink/Sheba and GrameenPhone

\*\* Available only for Bangalink/Sheba

\*\*\* Available only for Bangalink/Sheba, GrameenPhone and TM Int'l



For more information, visit  
<http://www.iemarketresearch.com/Members/Reports/ViewReportDetail.aspx?RID=625&flag=1>  
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About IE Market Research Corp.:

IE Market Research Corp. ("IEMR") is a market intelligence and business strategy consulting firm. Our goal is to assist our clients build value and compete in international markets. We build value in four sectors: wireless telecommunications, health care, finance, and government. We build value for our clients by undertaking international brand perception surveys, consumer satisfaction surveys, distributor/channel partner selection and due diligence, market size and opportunity assessments, competitor strategy assessments, government regulatory analysis, and public opinion surveys.

We offer a variety of research products including **CONSUMEREADY™** and **EXPORTREADY™**. **CONSUMEREADY™** provides detailed demographic information on brand strengths and marketing strategies that are crucial to know when competing in international markets. **EXPORTREADY™** is based on our on-going business strategy research that allows us to establish strengths and weaknesses of firms in a wide variety of areas, ranging from intellectual property portfolios to strengths of marketing strategies to quality of engineering. These results are highlighted in our **EXPORTREADY™** publications and form a valuable tool for firms wanting to strategize their market entry options in international markets.

Our corporate values are: Top-Quality Service to Clients, Commitment to see the Client Succeed, Excellence and Integrity in Research, Transparency and Respect toward our Employees. These core values drive all of our research and every client engagement.

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