

## PRESS RELEASE

### **MTN continues to receive the highest Average Revenue per User in Nigeria's mobile operator space, 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 Nigeria 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 Nigeria Mobile Operator Forecast covers up to 65 financial and operational metrics on four wireless operators. Notable highlights of the 4Q08 Nigeria Mobile Operator Forecast include:

- The subscriber base in Nigeria will be increasing rapidly from 2008 to 2010. The number of total subscribers will rise from our current projected 56.5 million to a forecasted 79.8 million in 2010.
- The level of wireless penetration in the country will also increase from 38.3% in 2008 to 51.1% in 2010.
- Given the latest subscriber growth figures, we are revising downward our forecasts on MTN's market share for the 2008 – 2010 period. We expect the #2 player (MTC) to gain significant market share over the next three years from 29.7% in 2008 to 34.4% in 2010.
- We forecast that MTN will receive ARPU of US\$ 14.57 and will enjoy 52.8% EBITDA margin in 2010 whereas MTC will have ARPU of US\$ 8.06 and 39.9% EBITDA margin.

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

MTN

MTC

Nitel (Only "Number of subscribers", "Subscriber growth", "Net subscriber adds", "YoY growth", "Share of total subscribers" and "Share of net adds" are available for this operator.)

Globacom (Only "Number of subscribers", "Subscriber growth", "Net subscriber adds", "YoY growth", "Share of total subscribers" and "Share of net adds" are available for this operator.)

Charts 1-68 Results & Forecasts for: CY04-CY10

Chart 1: PREPAID AND POSTPAID SUBSCRIBERS \*

Chart 2: SUBSCRIBER GROWTH (YoY)

Chart 3: SUBSCRIBERS BY OPERATOR

Chart 4: SUBSCRIBER GROWTH BY OPERATOR (YoY)

Chart 5: NET SUBSCRIBER ADDS BY OPERATOR

Chart 6: NET SUBSCRIBER ADDS GROWTH BY OPERATOR

Chart 7: MONTHLY CHURN BY OPERATOR \*

Chart 8: POST-PAID SUBSCRIBERS BY OPERATOR \*

Chart 9: POST-PAID SUBSCRIBER GROWTH BY OPERATOR (YoY) \*

Chart 10: PREPAID/WHOLESALE SUBSCRIBERS BY OPERATOR \*

Chart 11: PREPAID/WHOLESALE SUBSCRIBER GROWTH BY OPERATOR \*

Chart 12: POST-PAID % OF TOTAL SUBSCRIBERS BY OPERATOR \*

Chart 13: PREPAID/WHOLESALE % OF TOTAL SUBSCRIBERS BY OPERATOR \*

Chart 14: POST-PAID NET ADDS BY OPERATOR \*

Chart 15: POST-PAID ADDS GROWTH BY OPERATOR (YoY) \*

Chart 16: PREPAID/WHOLESALE NET ADDS BY OPERATOR \*

Chart 17: PREPAID/WHOLESALE ADDS GROWTH BY OPERATOR \*

Chart 18: GROSS ADDITIONS BY OPERATOR \*

Chart 19: GROSS ADDITIONS GROWTH BY OPERATOR (YoY) \*

Chart 20: MONTHLY ARPU BY OPERATOR

Chart 21: MONTHLY ARPU GROWTH BY OPERATOR (YoY %)

Chart 22: DATA % OF SERVICE REVENUES BY OPERATOR \*

Chart 23: MONTHLY DATA ARPU BY OPERATOR \*

Chart 24: DATA ARPU GROWTH BY OPERATOR (YoY) \*

Chart 25: MONTHLY VOICE ARPU BY OPERATOR

Chart 26: VOICE ARPU GROWTH BY OPERATOR (YoY)

Chart 27: VOICE REVENUE PER MINUTE BY OPERATOR \*

Chart 28: VOICE REVENUE PER MINUTE GROWTH BY OPERATOR (YoY) \*

Chart 29: MOU PER SUBSCRIBER BY OPERATOR (MINUTES/MONTH) \*

Chart 30: MOU/SUBSCRIBER GROWTH BY OPERATOR (YoY %) \*

Chart 31: AGGREGATE MOU BY OPERATOR \*

- Chart 32: AGGREGATE MOU GROWTH BY OPERATOR (YoY %) \*
  - Chart 33: SHARE OF TOTAL SUBSCRIBERS BY OPERATOR
  - Chart 34: HHI INDEX BY SUBSCRIBER SHARE
  - Chart 35: SHARE OF NET ADDS BY OPERATOR
  - Chart 36: SHARE OF POST-PAID NET ADDS BY OPERATOR \*
  - Chart 37: SHARE OF PREPAID/WHOLESALE NET ADDS BY OPERATOR \*
  - Chart 38: SHARE OF GROSS ADDS BY OPERATOR \*
  - Chart 39: SHARE OF SERVICE REVENUE BY OPERATOR
  - Chart 40: HHI INDEX BY SERVICE REVENUE SHARE
  - Chart 41: YoY CHANGE IN REVENUE SHARE BY OPERATOR
  - Chart 42: REPORTED REVENUE BY OPERATOR (REPORTING CURRENCY)
  - Chart 43: SERVICE REVENUE BY OPERATOR (REPORTING CURRENCY)
  - Chart 44: EBITDA BY OPERATOR (REPORTING CURRENCY)
  - Chart 45: CAPEX BY OPERATOR (REPORTING CURRENCY) \*
  - Chart 46: SERVICE REVENUE GROWTH BY OPERATOR (YoY)
  - Chart 47: EBITDA GROWTH BY OPERATOR (YoY)
  - Chart 48: EBITDA/REPORTED REVENUE BY OPERATOR
  - Chart 49: EBITDA/SERVICE REVENUE BY OPERATOR
  - Chart 50: EBITDA/INCREMENTAL SERVICE REVENUE BY OPERATOR
  - Chart 51: CAPEX/REPORTED REVENUE BY OPERATOR \*
  - Chart 52: CAPEX/SERVICE REVENUE BY OPERATOR \*
  - Chart 53: (EBITDA-CAPEX)/REPORTED REVENUE BY OPERATOR \*
  - Chart 54: EBITDA MARGIN EXPANSION/CONTRACTION BY OPERATOR
  - Chart 55: REPORTED REVENUE BY OPERATOR (USD)
  - Chart 56: ARPU BY OPERATOR (USD)
  - Chart 57: DATA ARPU BY OPERATOR (USD) \*
  - Chart 58: VOICE REV/MINUTE BY OPERATOR (USD) \*
  - Chart 59: SERVICE REVENUE BY OPERATOR (USD)
  - Chart 60: EBITDA BY OPERATOR (USD)
  - Chart 61: CAPEX BY OPERATOR (USD) \*
  - Chart 62: REPORTED REVENUE BY OPERATOR (EUR)
  - Chart 63: ARPU BY OPERATOR (EUR)
  - Chart 64: DATA ARPU BY OPERATOR (EUR) \*
  - Chart 65: VOICE REVENUE/MINUTE BY OPERATOR (EUR) \*
  - Chart 66: SERVICE REVENUE BY OPERATOR (EUR)
  - Chart 67: EBITDA BY OPERATOR (EUR)
  - Chart 68: CAPEX BY OPERATOR (EUR) \*
- Charts 69-136 Quarterly Results for: Jun 05 - Jun 08
- Chart 69: PREPAID AND POSTPAID SUBSCRIBERS
  - Chart 70: SUBSCRIBER GROWTH (YoY)
  - Chart 71: SUBSCRIBERS BY OPERATOR
  - Chart 72: SUBSCRIBER GROWTH BY OPERATOR (YoY)
  - Chart 73: NET SUBSCRIBER ADDS BY OPERATOR

Chart 74: NET SUBSCRIBER ADDS GROWTH BY OPERATOR  
Chart 75: MONTHLY CHURN BY OPERATOR \*\*  
Chart 76: POST-PAID SUBSCRIBERS BY OPERATOR  
Chart 77: POST-PAID SUBSCRIBER GROWTH BY OPERATOR (YoY)  
Chart 78: PREPAID/WHOLESALE SUBSCRIBERS BY OPERATOR  
Chart 79: PREPAID/WHOLESALE SUBSCRIBER GROWTH BY OPERATOR  
Chart 80: POST-PAID % OF TOTAL SUBSCRIBERS BY OPERATOR  
Chart 81: PREPAID/WHOLESALE % OF TOTAL SUBSCRIBERS BY OPERATOR  
Chart 82: POST-PAID NET ADDS BY OPERATOR  
Chart 83: POST-PAID ADDS GROWTH BY OPERATOR (YoY)  
Chart 84: PREPAID/WHOLESALE NET ADDS BY OPERATOR  
Chart 85: PREPAID/WHOLESALE ADDS GROWTH BY OPERATOR  
Chart 86: GROSS ADDITIONS BY OPERATOR \*\*  
Chart 87: GROSS ADDITIONS GROWTH BY OPERATOR (YoY) \*\*  
Chart 88: MONTHLY ARPU BY OPERATOR \*\*  
Chart 89: MONTHLY ARPU GROWTH BY OPERATOR (YoY %) \*\*  
Chart 90: DATA % OF SERVICE REVENUES BY OPERATOR \*  
Chart 91: MONTHLY DATA ARPU BY OPERATOR \*  
Chart 92: DATA ARPU GROWTH BY OPERATOR (YoY) \*  
Chart 93: MONTHLY VOICE ARPU BY OPERATOR \*\*  
Chart 94: VOICE ARPU GROWTH BY OPERATOR (YoY) \*\*  
Chart 95: VOICE REVENUE PER MINUTE BY OPERATOR \*  
Chart 96: VOICE REVENUE PER MINUTE GROWTH BY OPERATOR (YoY) \*  
Chart 97: MOU PER SUBSCRIBER BY OPERATOR (MINUTES/MONTH) \*  
Chart 98: MOU/SUBSCRIBER GROWTH BY OPERATOR (YoY %) \*  
Chart 99: AGGREGATE MOU BY OPERATOR \*  
Chart 100: AGGREGATE MOU GROWTH BY OPERATOR (YoY %) \*  
Chart 101: SHARE OF TOTAL SUBSCRIBERS BY OPERATOR  
Chart 102: HHI INDEX BY SUBSCRIBER SHARE  
Chart 103: SHARE OF NET ADDS BY OPERATOR  
Chart 104: SHARE OF POST-PAID NET ADDS BY OPERATOR  
Chart 105: SHARE OF PREPAID/WHOLESALE NET ADDS BY OPERATOR  
Chart 106: SHARE OF GROSS ADDS BY OPERATOR \*\*  
Chart 107: SHARE SERVICE REVENUE BY OPERATOR \*\*  
Chart 108: HHI INDEX BY SERVICE REVENUE SHARE  
Chart 109: YoY CHANGE IN REVENUE SHARE BY OPERATOR \*\*  
Chart 110: REPORTED REVENUE BY OPERATOR (REPORTING CURRENCY) \*\*  
Chart 111: SERVICE REVENUE BY OPERATOR (REPORTING CURRENCY) \*\*  
Chart 112: EBITDA BY OPERATOR (REPORTING CURRENCY) \*\*  
Chart 113: CAPEX BY OPERATOR (REPORTING CURRENCY) \*\*  
Chart 114: SERVICE REVENUE GROWTH BY OPERATOR (YoY) \*\*  
Chart 115: EBITDA GROWTH BY OPERATOR (YoY) \*\*  
Chart 116: EBITDA/REPORTED REVENUE BY OPERATOR \*\*

- Chart 117: EBITDA/SERVICE REVENUE BY OPERATOR \*\*
- Chart 118: EBITDA/INCREMENTAL SERVICE REVENUE BY OPERATOR \*\*
- Chart 119: CAPEX/REPORTED REVENUE BY OPERATOR \*\*
- Chart 120: CAPEX/SERVICE REVENUE BY OPERATOR \*\*
- Chart 121: (EBITDA-CAPEX)/REPORTED REVENUE BY OPERATOR \*\*
- Chart 122: EBITDA MARGIN EXPANSION/CONTRACTION BY OPERATOR \*\*
- Chart 123: REPORTED REVENUE BY OPERATOR (USD) \*\*
- Chart 124: ARPU BY OPERATOR (USD) \*\*
- Chart 125: DATA ARPU BY OPERATOR (USD) \*
- Chart 126: VOICE REV/MINUTE BY OPERATOR (USD) \*
- Chart 127: SERVICE REVENUE BY OPERATOR (USD) \*\*
- Chart 128: EBITDA BY OPERATOR (USD) \*\*
- Chart 129: CAPEX BY OPERATOR (USD) \*\*
- Chart 130: REPORTED REVENUE BY OPERATOR (EUR) \*\*
- Chart 131: ARPU BY OPERATOR (EUR) \*\*
- Chart 132: DATA ARPU BY OPERATOR (EUR) \*
- Chart 133: VOICE REVENUE/MINUTE BY OPERATOR (EUR) \*
- Chart 134: SERVICE REVENUE BY OPERATOR (EUR) \*\*
- Chart 135: EBITDA BY OPERATOR (EUR) \*\*
- Chart 136: CAPEX BY OPERATOR (EUR) \*\*

\* Not available for this country forecast

\*\* Available only for MTN

For more information, visit our website at:

<http://www.iemarketresearch.com/Members/Reports/ViewReportDetail.aspx?RID=650&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.

For more information, visit our web-site: [www.iemarketresearch.com](http://www.iemarketresearch.com)



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