

PRESS RELEASE

PLDT and Globe Telecom continue to enjoy high EBITDA margins in the growing Philippines wireless market, 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 Philippines 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 Philippines Mobile Operator Forecast covers up to 65 financial and operational metrics on three wireless operators. Notable highlights of the 4Q08 Philippines Mobile Operator Forecast include:

- In 2010, we are forecasting the average operator-wide ARPU in the Philippines to be US\$ 4.53 (down from our previous forecast of US\$ 5.47)
- We are revising our total subscriber forecasts. We now predict that total subscribers in the Philippines will increase from our currently projected 66.6 million (previously 60.9 million) in 2008 to a forecasted 76.9 million in 2010 (previously 69.8 million in 2010). The wireless penetration is expected to reach 81.8% in 2010 (we were previously forecasting wireless penetration of 74.1% in 2010).
- PLDT and Globe Telecom will continue to dominate the wireless market in the Philippines. Our models predict that PLDT’s market share (by total subscribers) will decrease from 53.6% in 2008 to 52.7% in 2010. During the same period, Globe Telecom’s market share will increase slightly from 38.9% to 39.5% while Digitel’s market share increases from 7.5% to 7.8%.

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
Globe
PLDT

Digitel (rough estimates) (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.)

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* Available only for PLDT

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or contact:

Mr. Nizar Assanie
Vice President (Research)
IE Market Research
Tel: +1 604 327 4367
Email: info@iemarketresearch.com



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



2300 - 1066 West Hastings Street
Vancouver, British Columbia
V6E 3X2. CANADA.
Tel: +1 604 327 IEMR
Toll Free: 1 888 322 IEMR
info@iemarketresearch.com