

ASIACELL 4G LAUNCH SUCCESS STORY

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Capital Markets Day



**FIFA WORLD CUP
Qatar 2022**



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Iraq Overview

Iraq is under a massive reconstruction boom and growth is expected in many areas

In common with other countries in the region, diversifying the economy away from oil has been the focus of the Iraqi government's national development plans.

Oil Production

- Real GDP is forecasted to increase by 2.3% from 2020 to 2025

Infrastructure Projects

- 76% used the internet with 98 mobile subscriptions per 100 people

Banking Services

- The total FinTech transactions value is forecasted to grow by 20.8% from 2020 to 2025

Public Services

- The estimated unemployment rate was 15.8% in 2020 and is projected to be 14.5% in 2026

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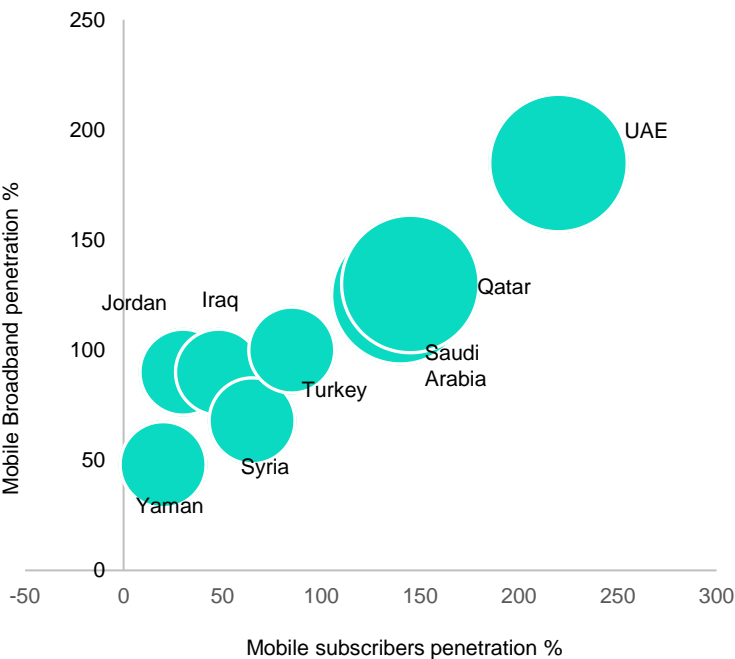
Mobile and Broadband Market

The political and civil unrest which has plagued Iraq for many years has somewhat stabilized since 2019

Last two years Iraq witnessed an increasing civil stability which made it easier for mobile and fixed-line operators to rebuild telecom services and infrastructure.

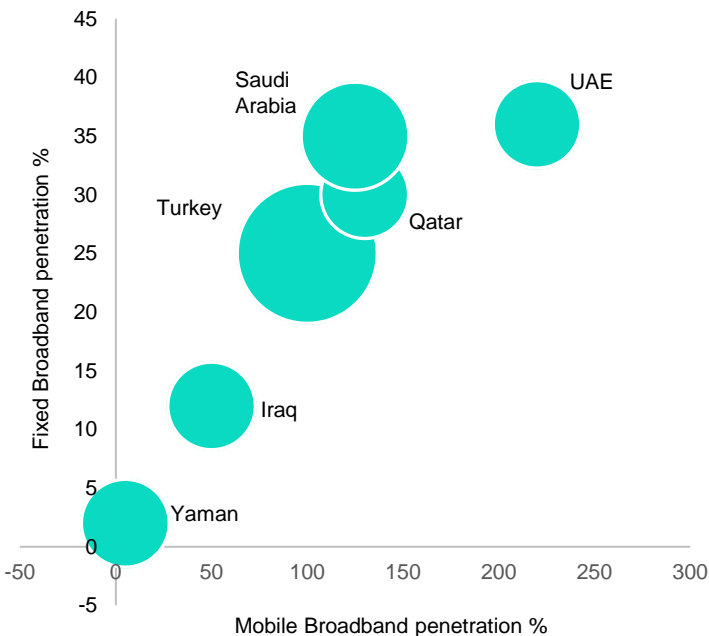
Regional Benchmark

Mobile Vs. Mobile Broadband Penetration



Countries – Relative Market Shares & Profitability

Fixed Broadband Vs. Mobile Broadband Penetration



Subscribers Mn	Penetration	Annual Growth Rate
4	12%	2%
18	45%	14%
40	98%	4%
30.52	76%	2.3%

Internet penetration in Iraq stood at 75.0% in January 2021
Source: datareportal.com/reports/digital-2021

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4G Launch

Asiacell launched 4G on Jan 27th 2021, with a comprehensive customer centric go-to-market

Pre Launch Phase

- Started back 2015 after the launch of 3G
- Customer focused approach (uSIM, Handset, data usage, etc..)
- Free SIM Swap + 4GB Gift
- 4G Compatibility Campaign
- 4G Dry Runs
- 4G Training for frontline staff



Launch Phase

- Customer Provisioning on 4G &
- Launch Celebration Campaigns



Sustainability Phase

- Dream Car Promo
- Rewarding Weekly Prizes [Smartphone, MiFi & StarzPlay]
- Try & Buy [to support on-ground activities]
- 4G MiFi Data Packs & Contest
- Speed test Campaign
- Game Cell Platform



4G enabled the introduction of new digital services & partnerships driving data growth & consumption



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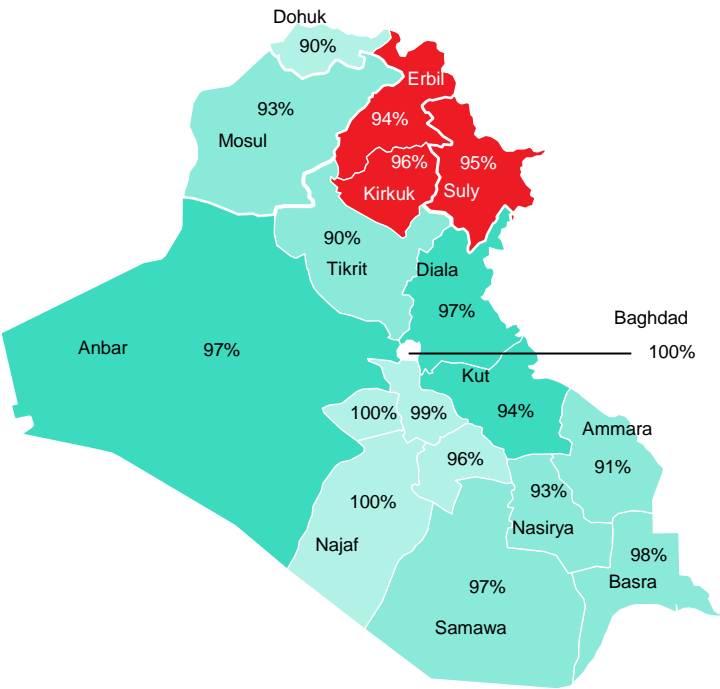
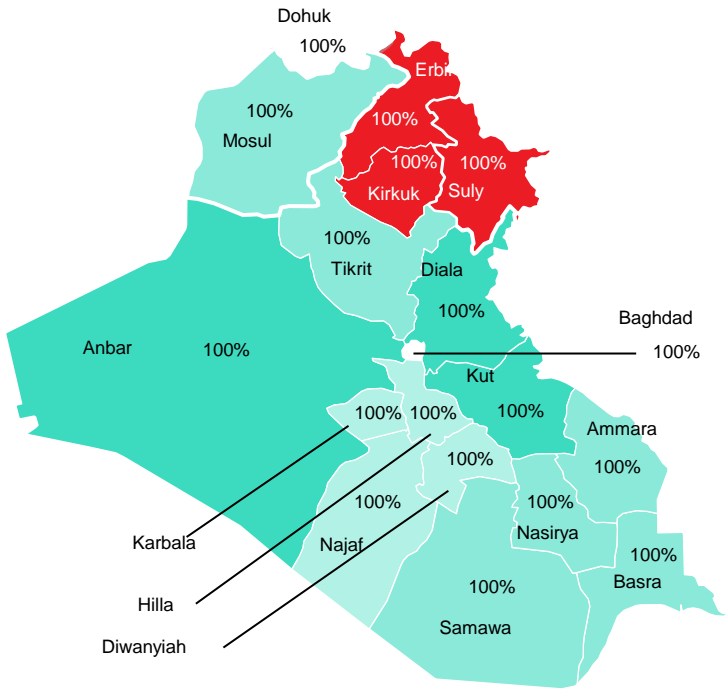
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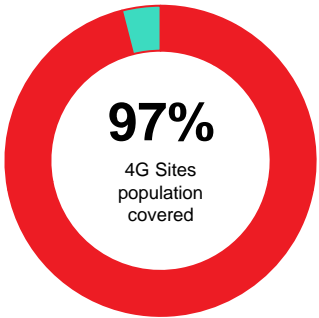
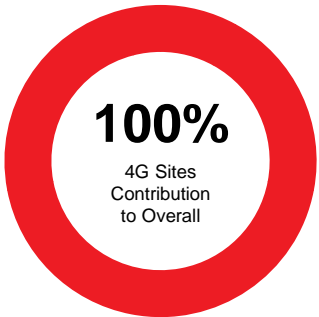
Mobile and Broadband Market



Attached 4G Subs
Peak Min
73%

Attached 3G Subs
Current Min
25%

Attached 2G Subs
Current Min
2%






100%
LTE footprint

88% growth in Data volume comparing H1 2022 to 2021, additional traffic of more than **74,000 TB**

We have more than **30%** of the network have 4G+ to have a sustainable service

4G contributes to **86%** of total data traffic

Mobile and Broadband Market

			
RMS* →	42.7%	35.3%	21.9%
CMS* →	38.3%	42.2%	19.5%
Data Market Share** →	43.5%	35.1%	19.6%
4G Market Share** →	49.4%	27.0%	19.3%
CSAT →	#1	#3	#2
NPS →	#2	#3	#1

*Korek numbers are estimated based on interconnection and Market insight

**Based on Facebook actionable insights market share. KRG ISPs share:

- Data Market Share = 1.8%
- 4G Market Share = 4.3%

Asiacell has been recognized as the Fastest Mobile Network & Best Mobile Coverage in Iraq for 2021 & still taking the lead in H1 2022

Contributing massively to internet speed ranking ‘Before 4G launch Iraq ranked #178 in terms of internet speed ranking and this jumped to #48 by Q2 2022’



Mobile Experience Awards, Iraq

OPEN SIGNAL
January 2022, Iraq Report

	Asiacell	Korek	Zain
Video Experience	WINNER		
Games Experience	JOINT WINNER	JOINT WINNER	JOINT WINNER
Voice App Experience	JOINT WINNER	JOINT WINNER	JOINT WINNER
Download Speed Experience	WINNER		
Upload Speed Experience	WINNER		
4G Availability	WINNER		
4G Coverage Experience	WINNER		



		Asiacell	zain	KOREK
Coverage	Coverage Quality	94.6%	93.7%	87.8%
	Coverage Reach	82.0%	72.3%	56.4%
	Time on Broadband	90.1%	88.1%	83.0%
Latency	Gaming Class	31.9%	8.0%	0.1%
	OTT Voice Class	63.9%	28.1%	46.8%
	Basic Internet Class	92.1%	71.0%	91.5%
Throughput	HD Video Class	72.3%	53.4%	72.1%
	UHD Video Class	12.7%	13.4%	18.2%
Voice	HD Voice	0.1%	0.3%	0.5%
	Stability	99.9%	99.9%	99.9%
Total Score		70.7%	54.8%	61.8%

THANK YOU



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