



GSMA Connected Living The African Perspective

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Introducing Espresso Telecom

- ❖ Espresso was initiated by Sudatel and its shareholders, established its HQ in Dubai, regulated by the Dubai International Financial Centre (“DIFC”)



- ❖ African telecommunications company – an African brand for the people of Africa. Despite our relatively short history, we are really proud of our achievements



Espresso operations

- ❖ **Ghana** – acquired Kasapa 2008
- ❖ **Guinea Conakry** – initial investment in 2009, majority stake acquired Feb 2011
- ❖ **Mauritania** - Espresso's first 'green field' operation, CDMA 2007, GSM/3G+ 2011
- ❖ **Senegal** - second 'green field' operation, CDMA 2009, GSM/3G+ 2010

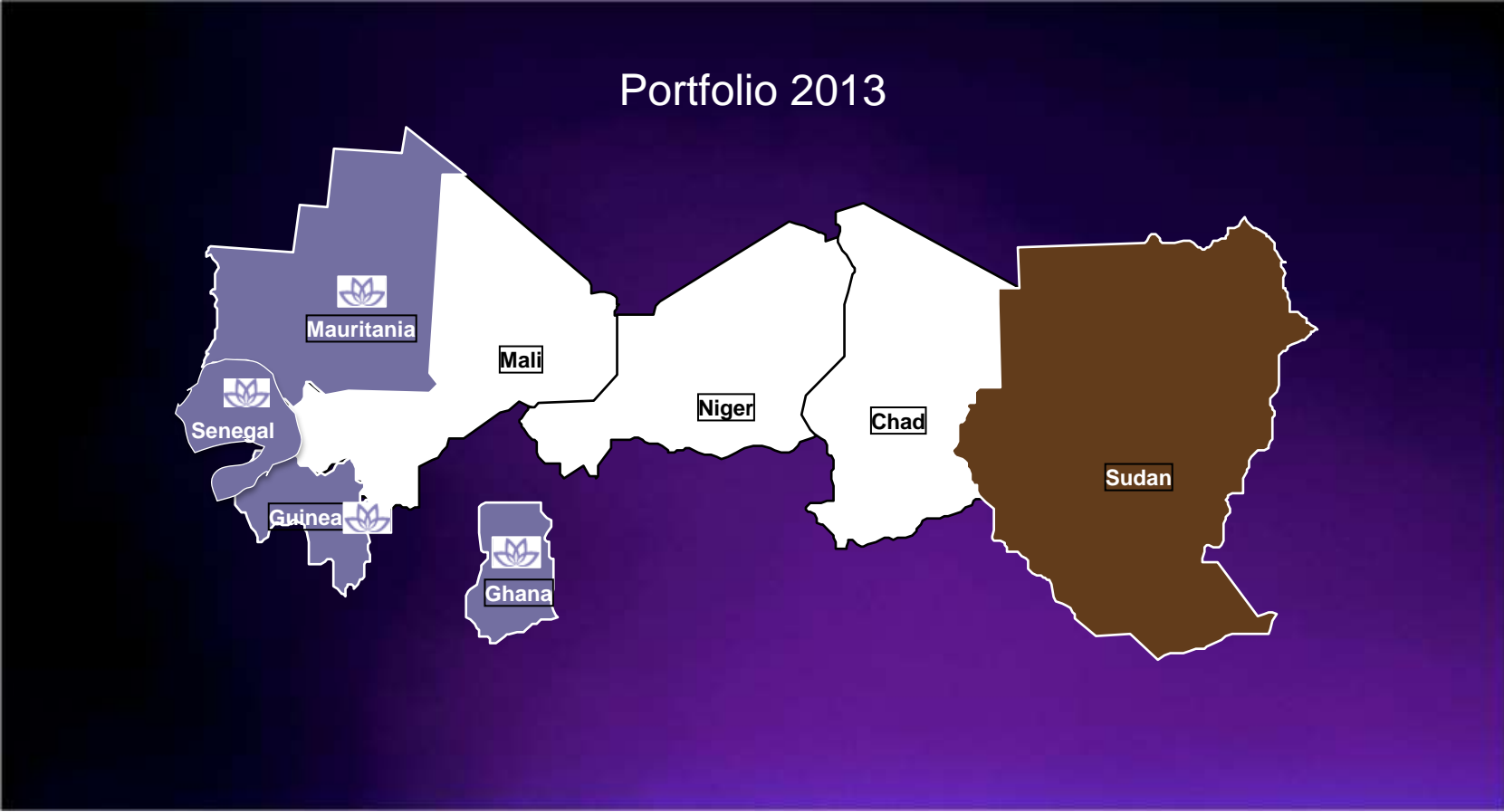


Espresso Vision



“To become a leading mobile telecoms brands across Africa, by improving the lives of our customers through our unsurpassable customer propositions”

Expresso is Sudatel's International Strategy



- 1. Economic Growth** - Emerging markets have produced more than 80% of global real GDP growth in the last five years and will continue to drive the majority of real GDP growth going forward¹
- 2. Consumer spend** - They will contribute 700 million people to the global middle class by 2015. Consumer spending in emerging markets represents an ever-growing share of global total - 34% in 2010. This is particularly noteworthy when cast against a declining US share, which is down to 24% in 2010².
- 3. Unchartered territories** – new markets



¹ The Economist, June 2011

² JP Morgan



A Glorious Continent



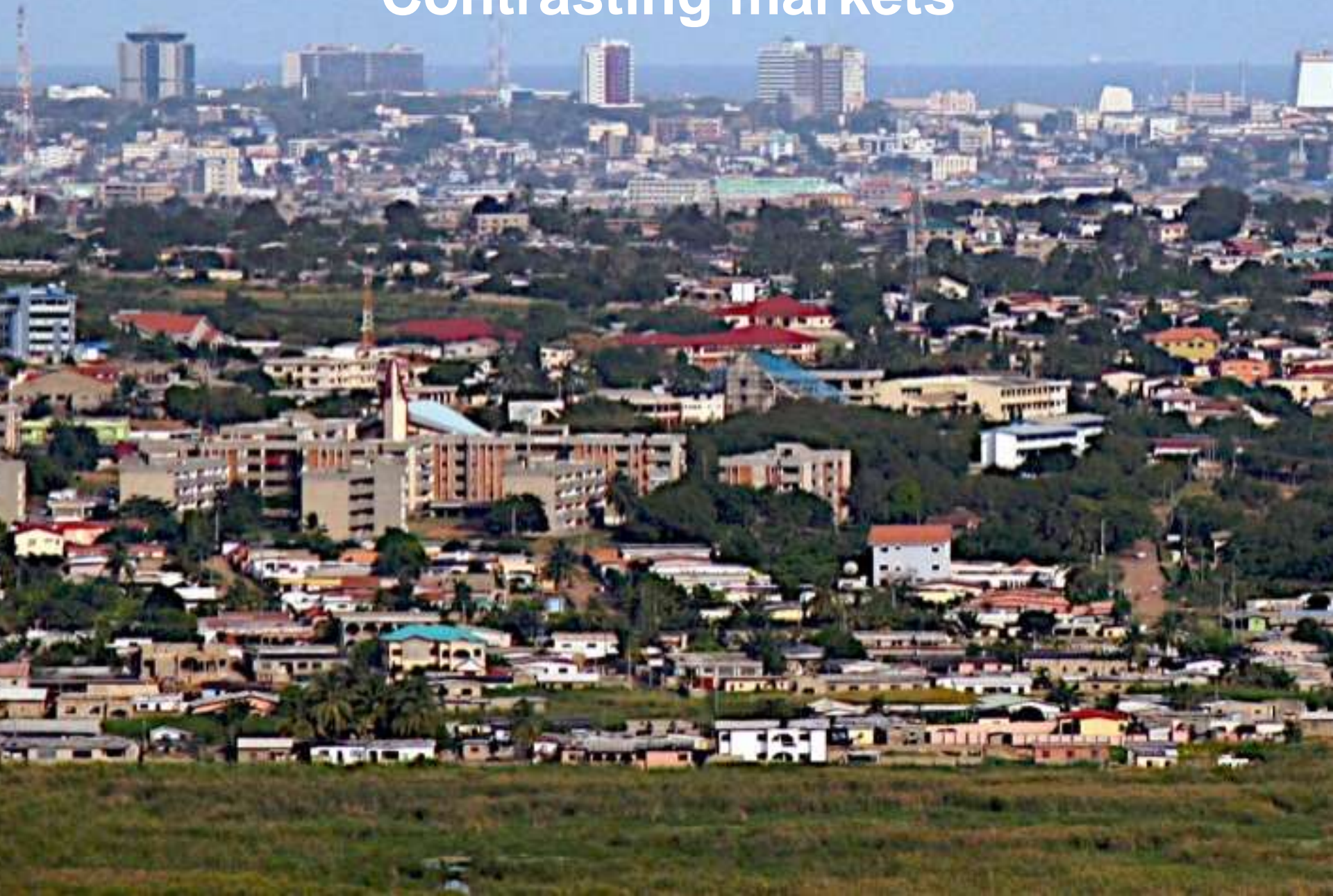
- ❖ Over a billion people and 40% are under 15
- ❖ Lowering price of smart phones, tabs and laptops
- ❖ Applications creating additional demand
- ❖ The rise of the Consumer... in a land rich in resources



Our markets



Contrasting markets



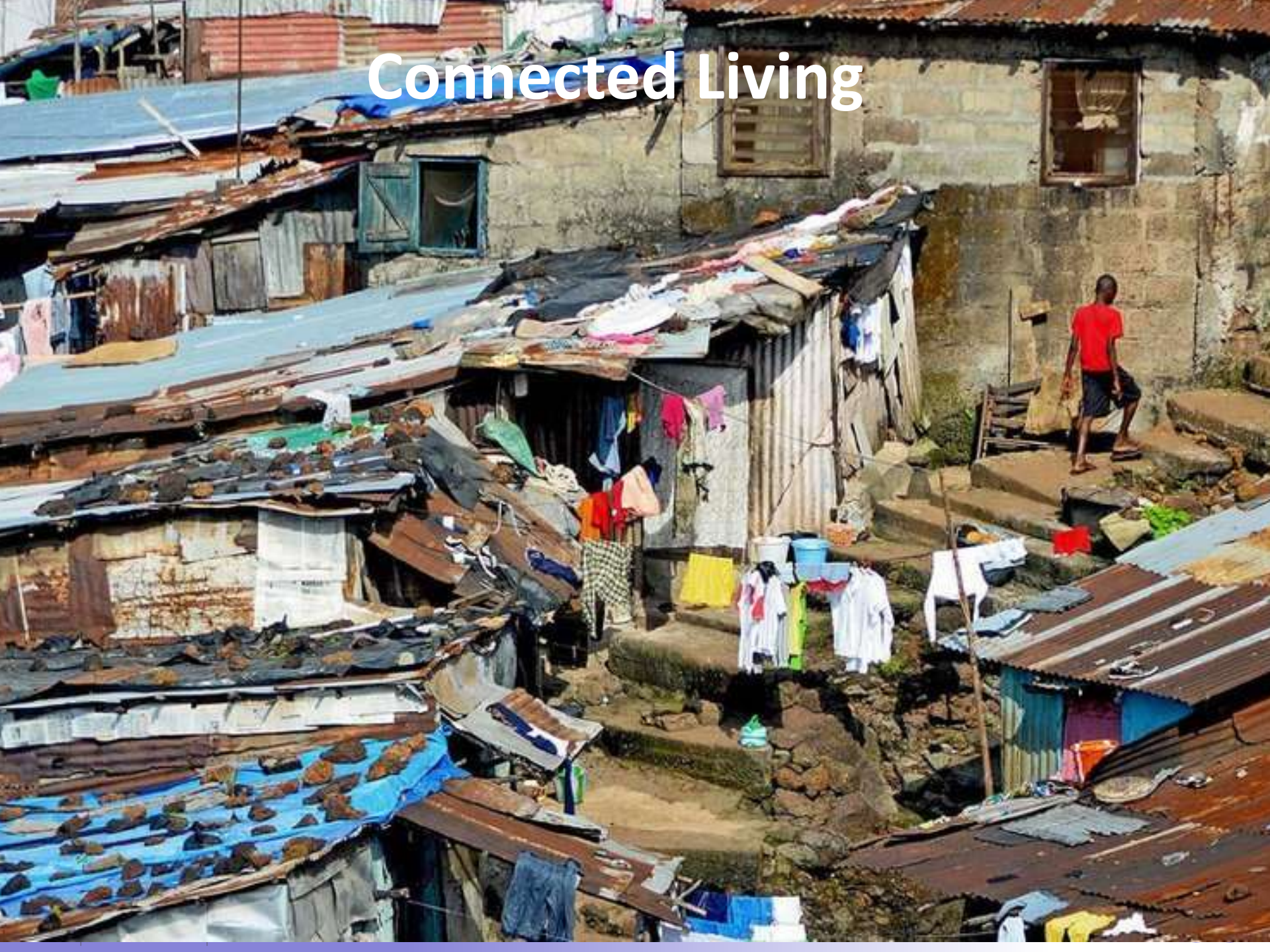
The Opportunity



More Opportunities



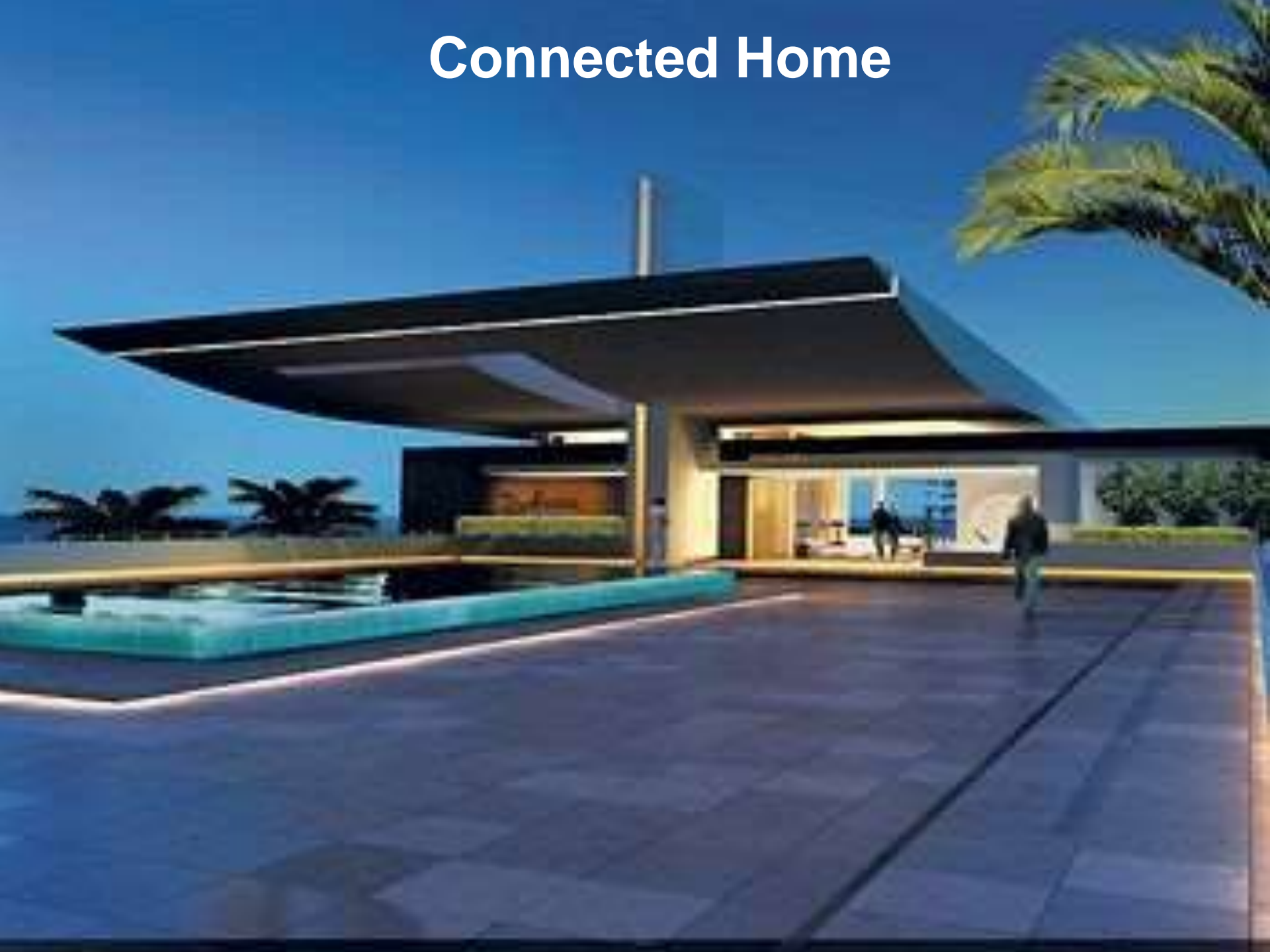
Connected Living



Connected Home



Connected Home



mCommerce



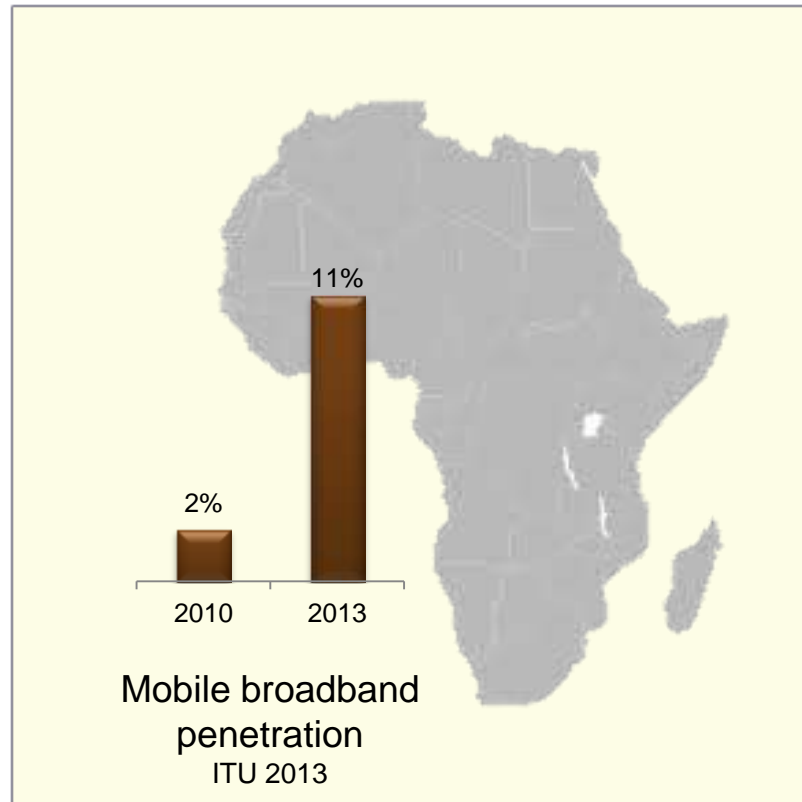
Connected Cars



Change



Growing up mobile



85% have no electricity

70%+ have a mobile

69% of mobile users will have internet access by 2014



Whats driving the change



Booming Mobile Subscriber Grow



- More Applications
- Growth of Money
- Connected 'always on'
- Demand for Commerce
- Social Responsibility

Technology has evolved



SIGNIFICANT DEMAND DRIVEN BY DEVICE AVAILABILITY AND GROWTH OF NETWORKS



'Good old days' in mobile Telecoms

1. **Limited competition** - predominantly monopolistic / oligopolistic situations with one to two players, significant latent demand
2. **Customer demand** for basic services (voice and SMS)
3. Better **coverage provided an edge** over the competition and assured first-mover advantage
4. **Revenue growth** driven by an influx of new subscribers (by way of declining tariffs), not by ARPU expansion
5. High **customer tolerance for low quality** - quality of service was not a competitive advantage



Today the situation has evolved

1. Have we seen significant shifts in the way our companies are run?
2. What have we done to revise our
 - Strategy ?
 - Business models ?
 - Operating models ?
 - Operations capability ?



Summary



- ◆ Africa is a diverse continent
- ◆ Growth of GDP together with increased consumerism fueling demand
- ◆ Applications need to be thought of differently to reflect the nature of the markets
- ◆ Requires patience and sensible investments
- ◆ Rewards are considerable for first movers

Diolch Kiitos Sheun umesc Kasih Mamnoon Todah
 Shnorhakalutun Shokriya Ngiyabonga Dzekuje
 Gamsahapnida Te'ekkir Dekuju/Dekujeme Hvala
 Dank Waad Kop Selamat Merci Gra or al Xie Ači
 Dakujem Daw Dhanyavaadaalu Takk Dhanyavad Khopjai
 krap Dhanyavaadaalu Thank You kun Arigatou Faleminderit
 Tack Grazzi raibh Gracias Nandree Blagodariya Gomapsupnida Euxaristo Kun Shukriya or Dhonnobaad Asante daa
 Fyrir Terima Enkosi danke dank

