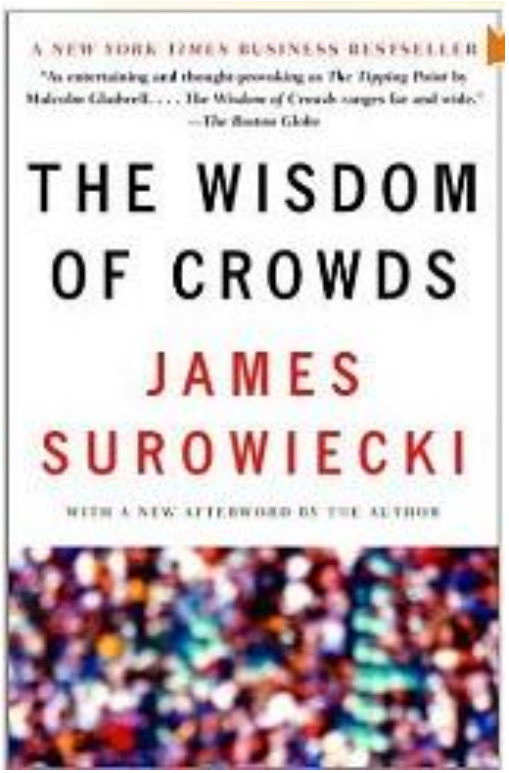
GSMA IRAQI WORKSHOP AMMAN

24 May 2012

Jeremy Foster
Head of Marketing and GIR
Ericsson RMEA

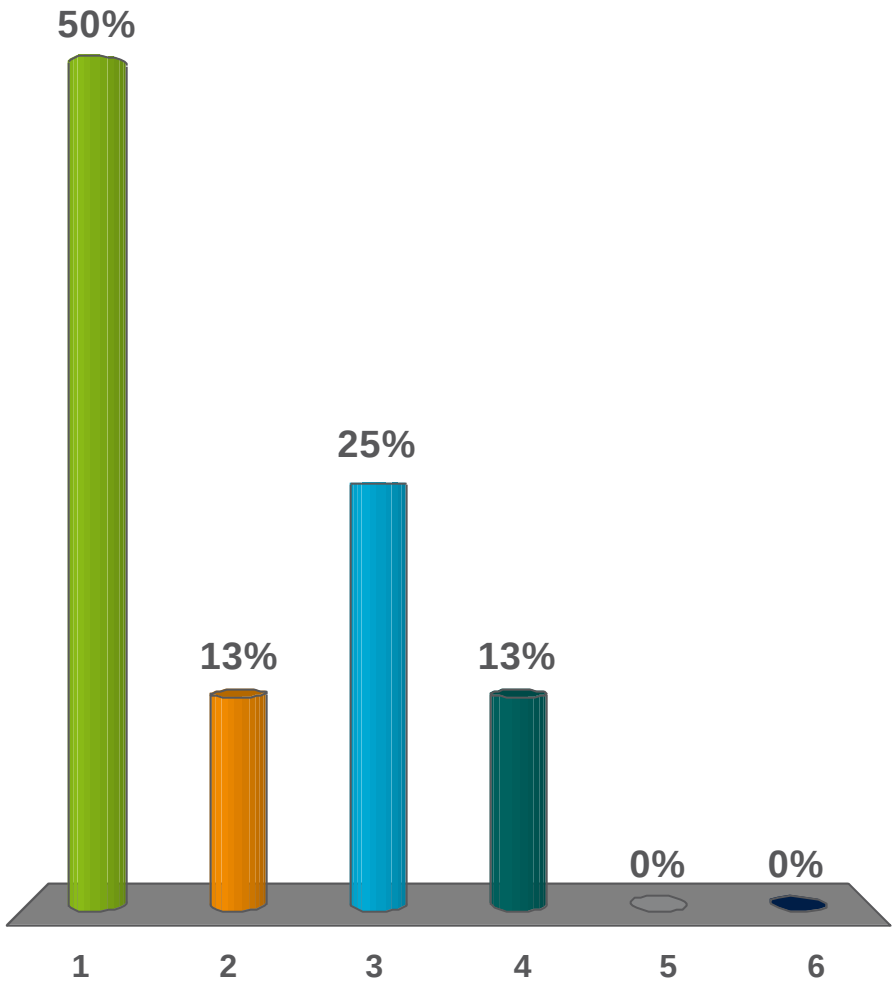
INSPIRATION



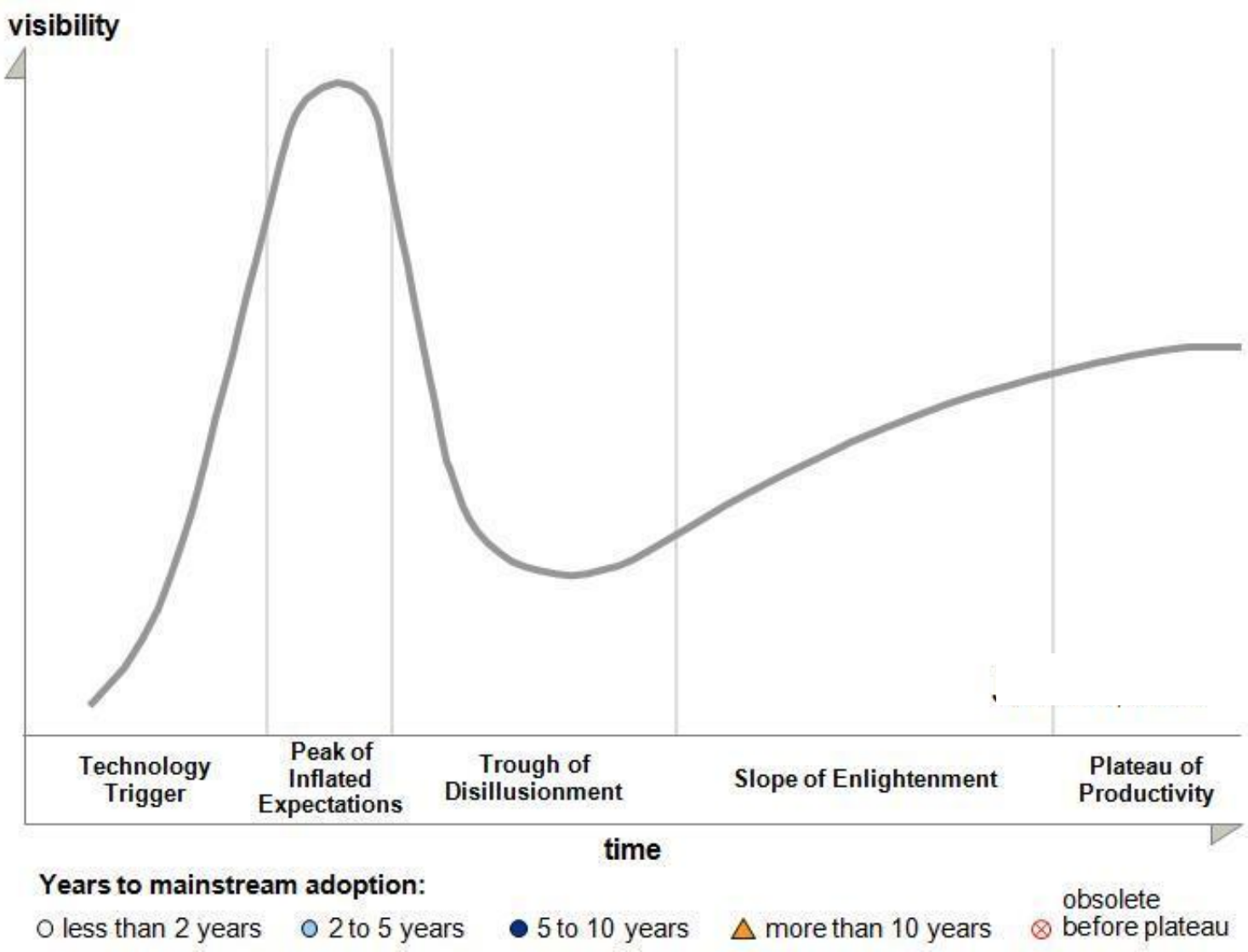
....AND DISCLAIMER

A POHUTUKAWA IS...

1. Native bird from NZ
2. Native tree from NZ
3. Native fish from NZ
4. Native flower from NZ
5. Native lizard from NZ
6. None of the above



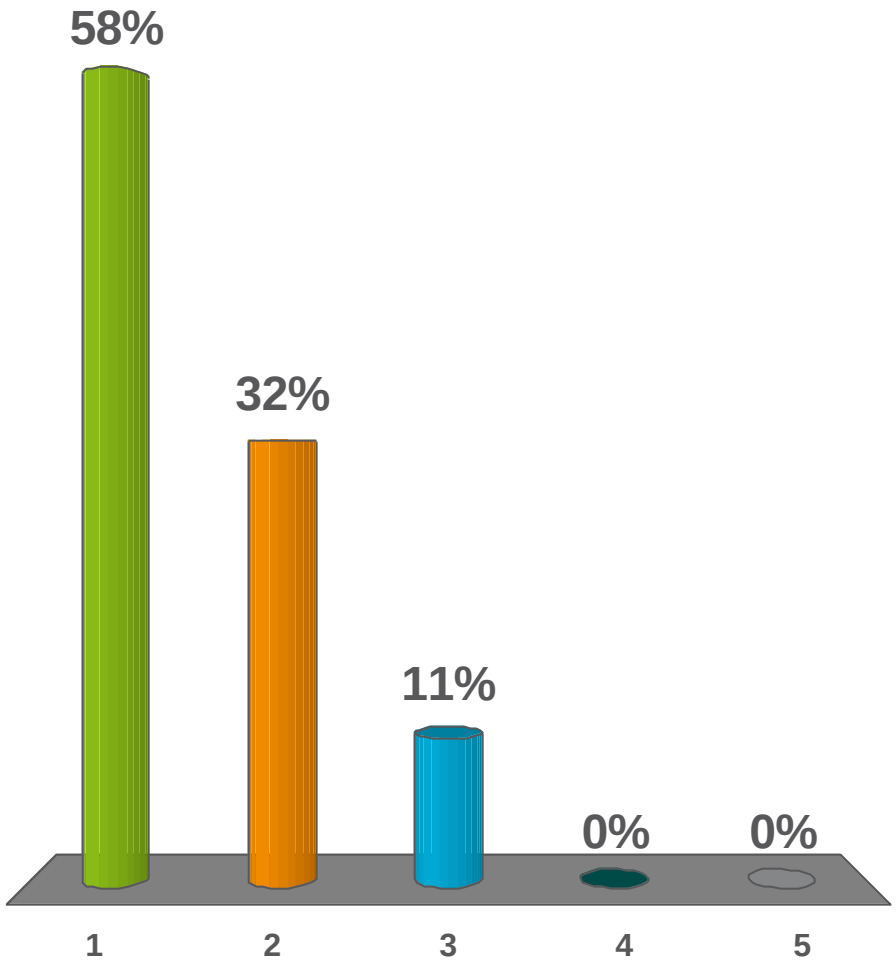
MARKET READINESS



Gartner Hype Cycle

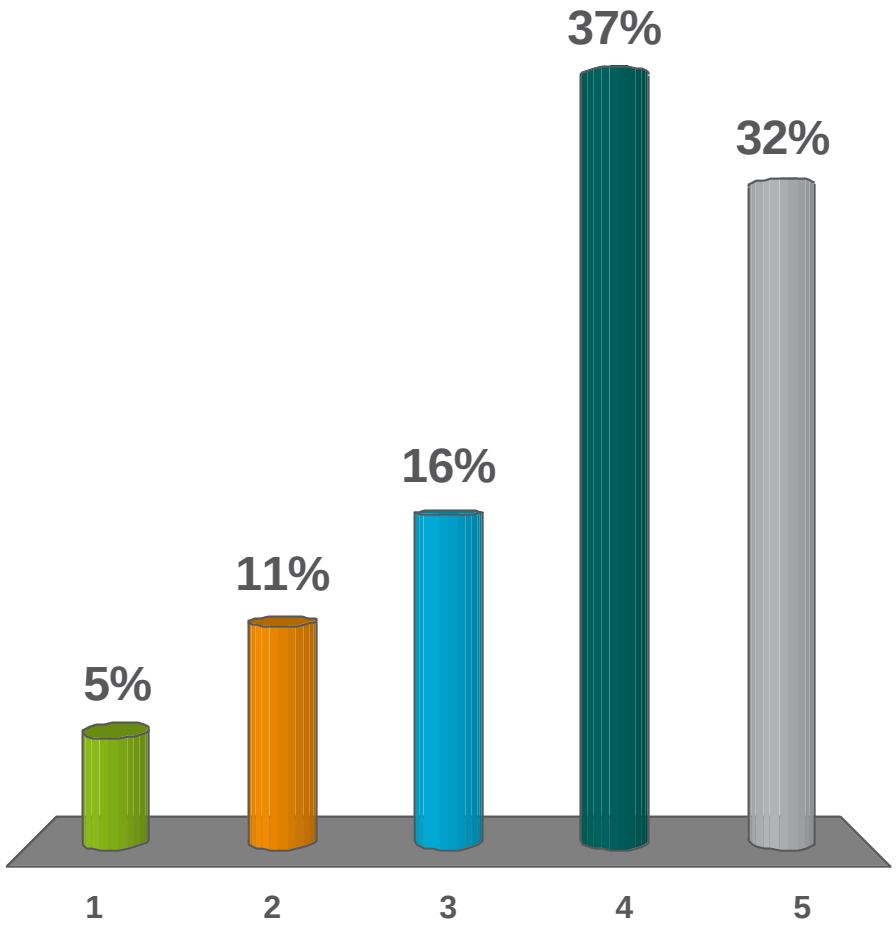
OUR IRAQI CONSUMERS ARE READY FOR MBB

1. Yes, for some time now.
2. Yes for a little while now
3. Just now they are ready
4. Soon they'll be ready
5. They're not ready yet



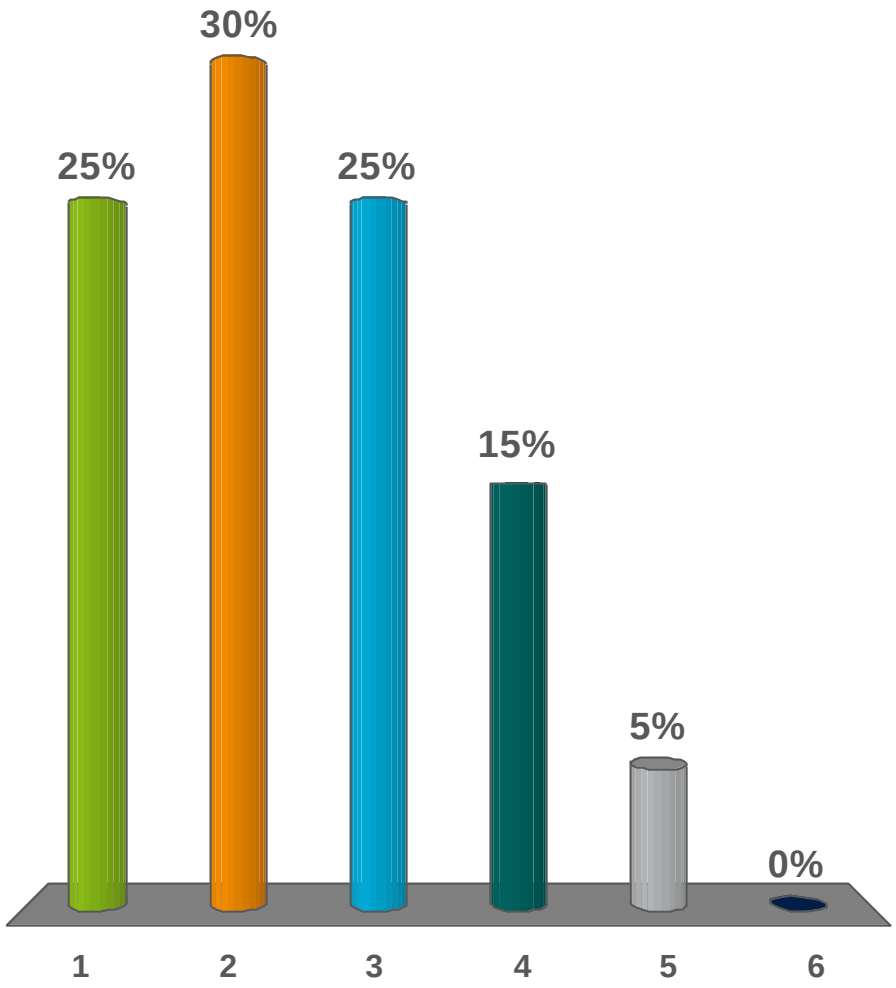
OUR IRAQI ECOSYSTEM IS READY FOR MBB

1. Yes, for some time now.
2. Yes for a little while now
3. Just now they are ready
4. Soon they'll be ready
5. They're not ready yet



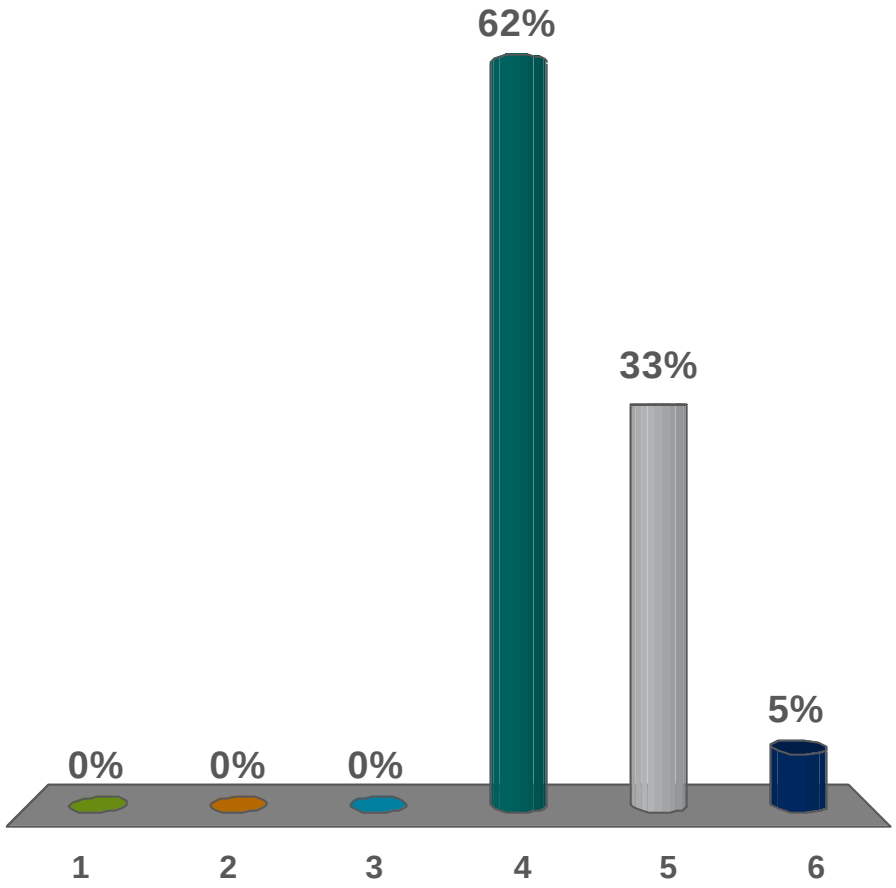
MOBILE BROADBAND WILL BE CRITICAL TO THE DEVELOPMENT OF IRAQ..

1. >12 months ago
2. Now to 12 months ago
3. Now
4. Up to 12 months from now
5. 12 - 24 months from now
6. 24+ months from now



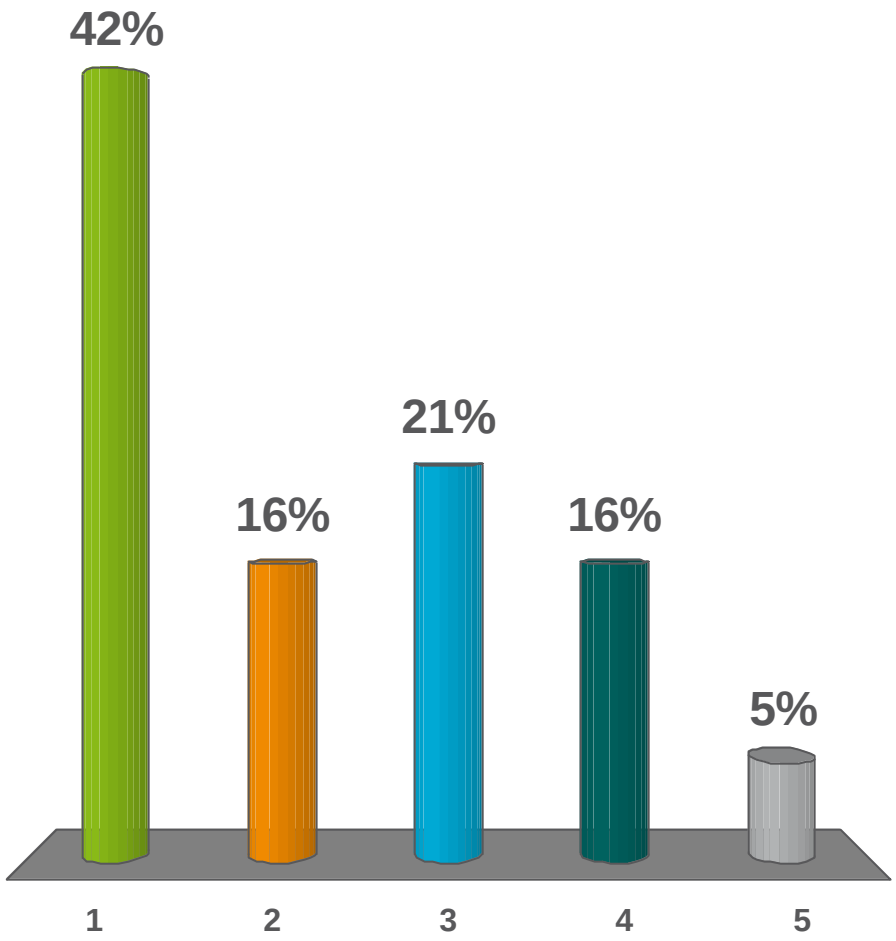
IRAQ WILL MOST BENEFIT FROM 3G BY

1. Improving O&G efficiency
2. License fees from spectrum
3. Tax on telecoms services deployed
4. Growing new industry (beyond O&G)
5. Education / Health improvements
6. Something else



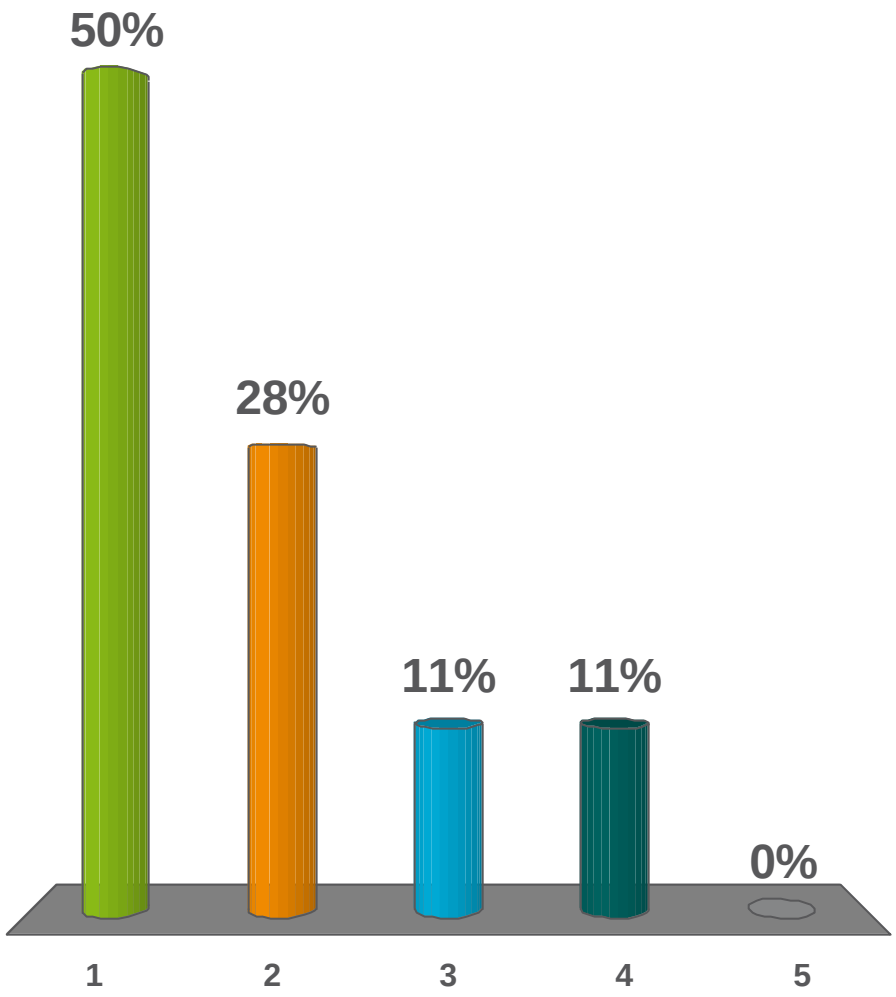
WE SHOULD ANTICIPATE 3G LICENSING IN IRAQ WITHIN..

1. 1 Quarter
2. 2 Quarters
3. 3 Quarters
4. 4 Quarters
5. > 4 Quarters



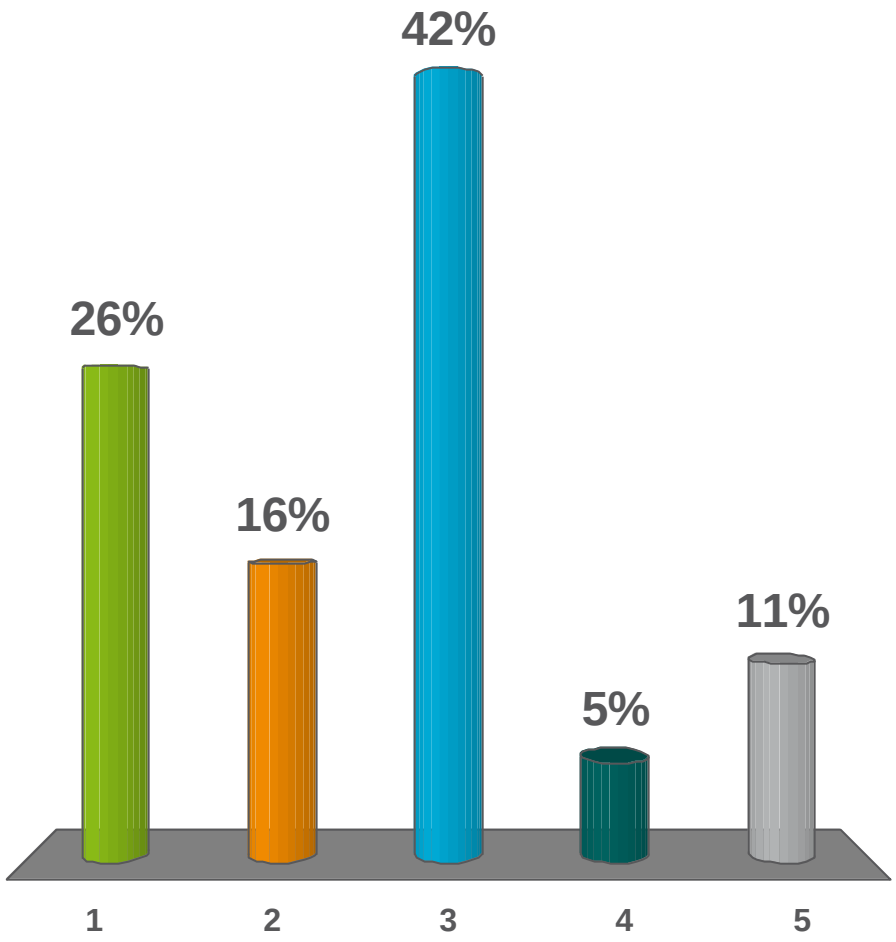
BEST METHOD FOR PRICING 3G IN IRAQ IS..

1. Straight allocation (with a set price)
2. Beauty contest (low price but with investment obligations)
3. Straight Auction
4. Auction with investment obligations
5. Something else



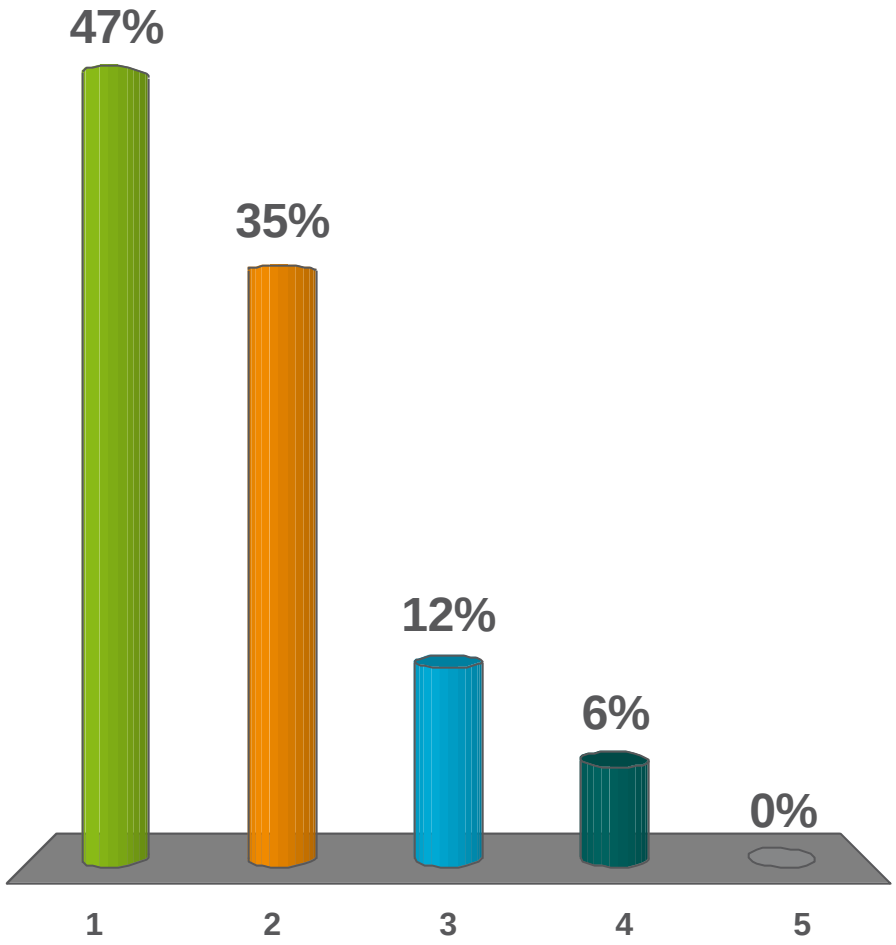
IF 3G LICENSING WAS TOO EXPENSIVE, OPERATORS WOULD

1. Stick with what they have and wait for better terms
2. Buy anyway and cut back on their investment plans
3. Look to launch 3G on 900 or 1800 instead
4. Wait for LTE on lower bands
5. Something else?



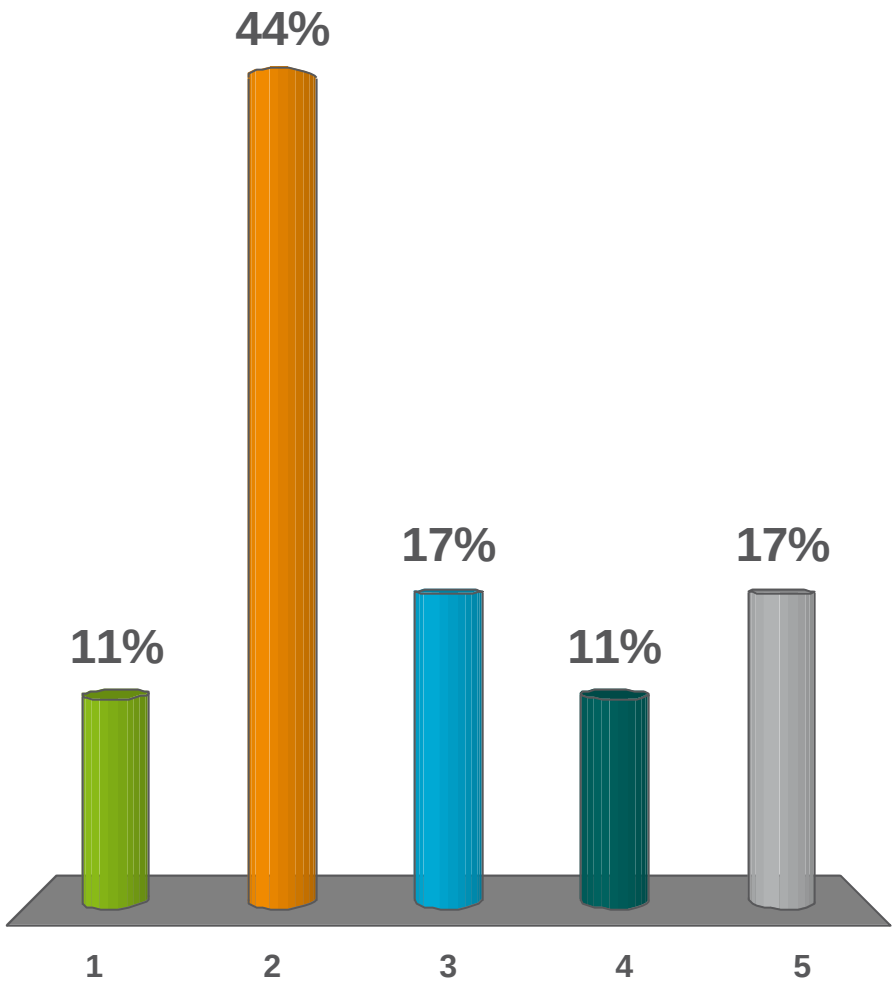
IF 3G SPECTRUM WAS ALLOCATED, BUT BACKHAULING AND INTERNET ACCESS WAS NOT ADDRESSED, MBB WOULD NOT FLY.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



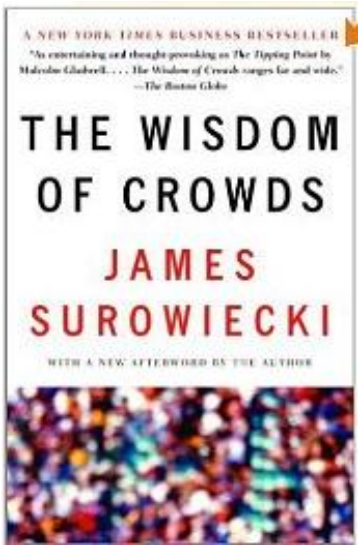
THERE ARE ENOUGH STAKEHOLDERS REPRESENTED IN THIS ROOM TO MOVE US FORWARD

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



CONCLUSIONS

- Continued **Industry collaboration** key
- Focus on a **healthy Ecosystem** and longer term growth
- **3G isn't enough** without considering backhauling and internet access.





ERICSSON