

Green Power for Mobile

Solar Handset Competition

March 2010

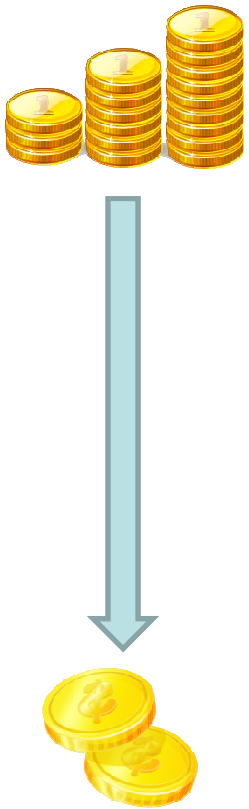


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Objectives

- Stimulate mass-market accessibility to affordable solar charging services through the creation of a new low-cost solar handset segment;
  with a target of US$20-25 FOB

- Stimulate uptake of solar phones by the operator community following GSMA promotion





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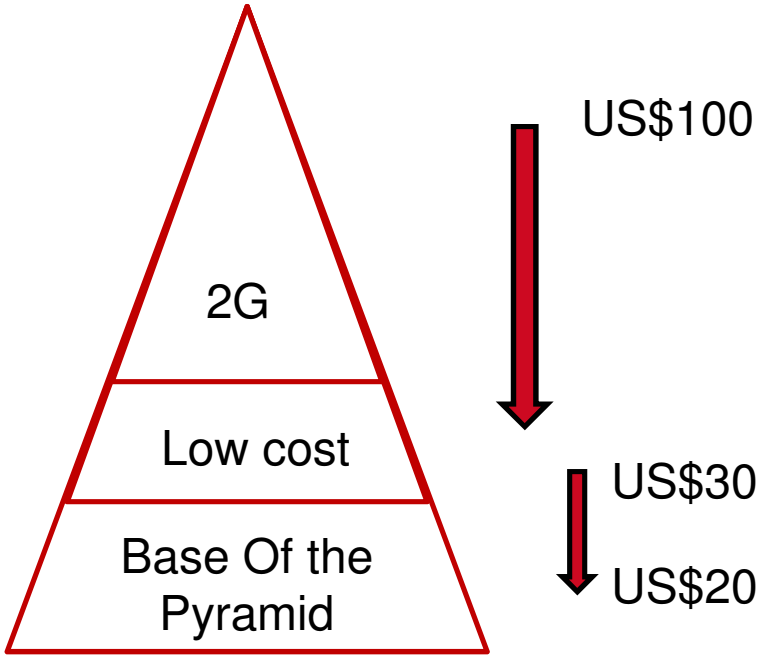
Background: Emerging Market Handset Initiative

- ***Previous competition experience:***

  The GSMA pioneered and successfully created the new ultra low cost 2G-handset segment through its Emerging Market Handset Initiative (EMH).

- This initiative has already achieved sub US$30 wholesale price to operators in Q1 2006 and subsequently created sufficient momentum to achieve a sub US$20 wholesale price.

- The same exercise has been done for a 3G phone (3G4All) and a world phone (850WP).



Impact of Emerging Market Handset Initiative

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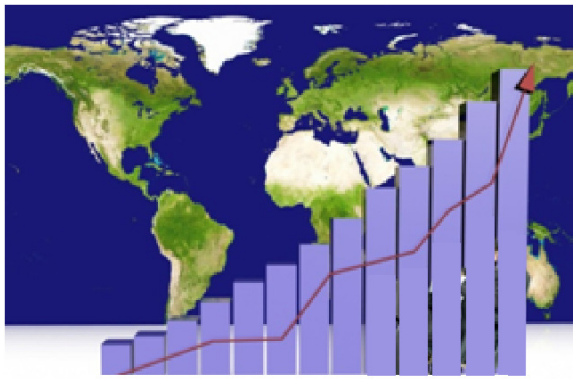
GSMA Press release: http://www.gsmworld.com/newsroom/press-releases/2011.htm

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Solar Handset Competition

The Business Case:

- Create the business case for vendors to catalyse the creation a new low cost solar handset segment
- By achieving economies of scale across multiple markets and operators





Operator Working Group:

- Align a group of operators on common requirements for a solar handset
- Select and endorse the best overall handset proposition that meets these requirements

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Benefits to Operators



Access to the Bottom of the Pyramid

- Current market: 500 million people worldwide with a mobile phone connection lack access to grid electricity**
- Potential market: 1,1 billion adults (over 15) worldwide have no access to grid electricity*



Increased revenue

- Charging solutions increase ARPU by 10-14%**
- For the current market of 500 million people this means a US$2.3 billion market opportunity**



Environmental benefits

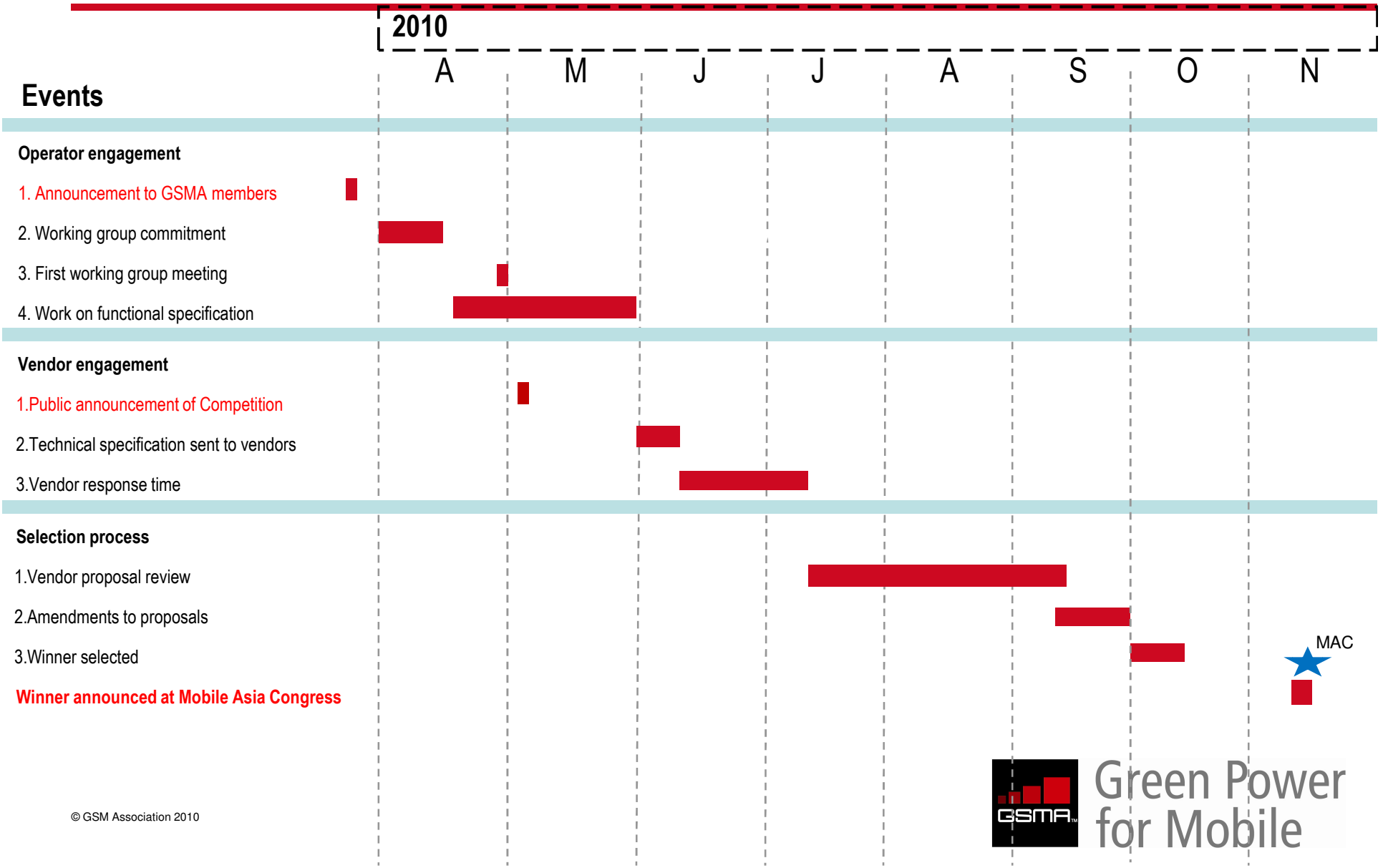
- Solar charging = CO2 reduction

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* GSMA research
** GSMA report 'Charging Choices': http://gsmworld.com/documents/charging_choices.pdf

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Timeline



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Operator Requirements

Commitment :

- **Commitment from final decision maker** on handset procurement e.g. handset portfolio manager, CCO, or CEO

Resources:

- Part time FTE (0.25 FTE)
- Two 1 day meetings (this will require travel for working group representative)

Actions:

- Join working group to define common requirements
- Score/evaluate vendor submissions
- **Provide indicative sales volumes**

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