Indosat mWomen Program

GSMA mWomen
Working Group Meeting
6 June 2012

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Background

Group

Have same Objective and Endorse Initiative for woman segment

GSMA

1. *Reduce gender gap*
2. *Reach underserved & establish women's market segment*
3. *Life-enhancing underserved women*
4. *Access to mobile products and services*

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Initiatives for women

Objective

- *To increase women's access to vital information,* to *improve the quality of life.*
- *market inline with marketing strategy.*
- *To contribute in Indonesia women development*

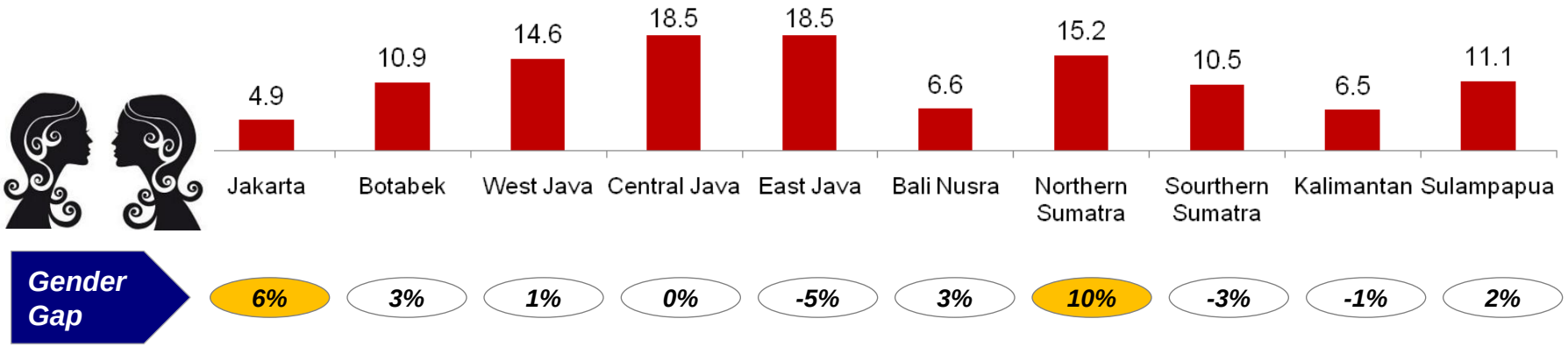
Market Size : Women



Opportunities	
Population	National census 2010 : 240 Million people, 49,8% are women, with 60% lives in Java Additional Revenue in 2010 for women : Rp 1.8 B Rupiah
	the roles of women in Indonesia today include increased modernization and globalization, better education, and advancing technology (in particular communications technology).

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Gender Gap



Opportunities	
Penetration in East & Central Java	Increase mobile penetration in East and Central Java, potentially through alternative distribution in rural areas
Education in Northern Sumatra	Promote mobile usage for women to both men and women to close gender gap

Source: Commercial Planning department (National Statistics, Brand Tracker)
Note: Data also includes un-addressable market

Findings
Executive Summary

1. Affordable Telco benefit



GOOD

Telco Operator

means

CHEAP

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2. Information required





Healthcare



Religious Matters



Women Issues



Children Education



Children Health Care

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3. Dream : Small Scale Entrepreneur





Restaurant



Fashion



Fabrique



Babyshop



Souvenir

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4. Mobile Entertainment





Mobile TV



Music



Radio

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5. Affordable Mobile Phone





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Indosat Current Women Program

Indosat Hebat Keluarga

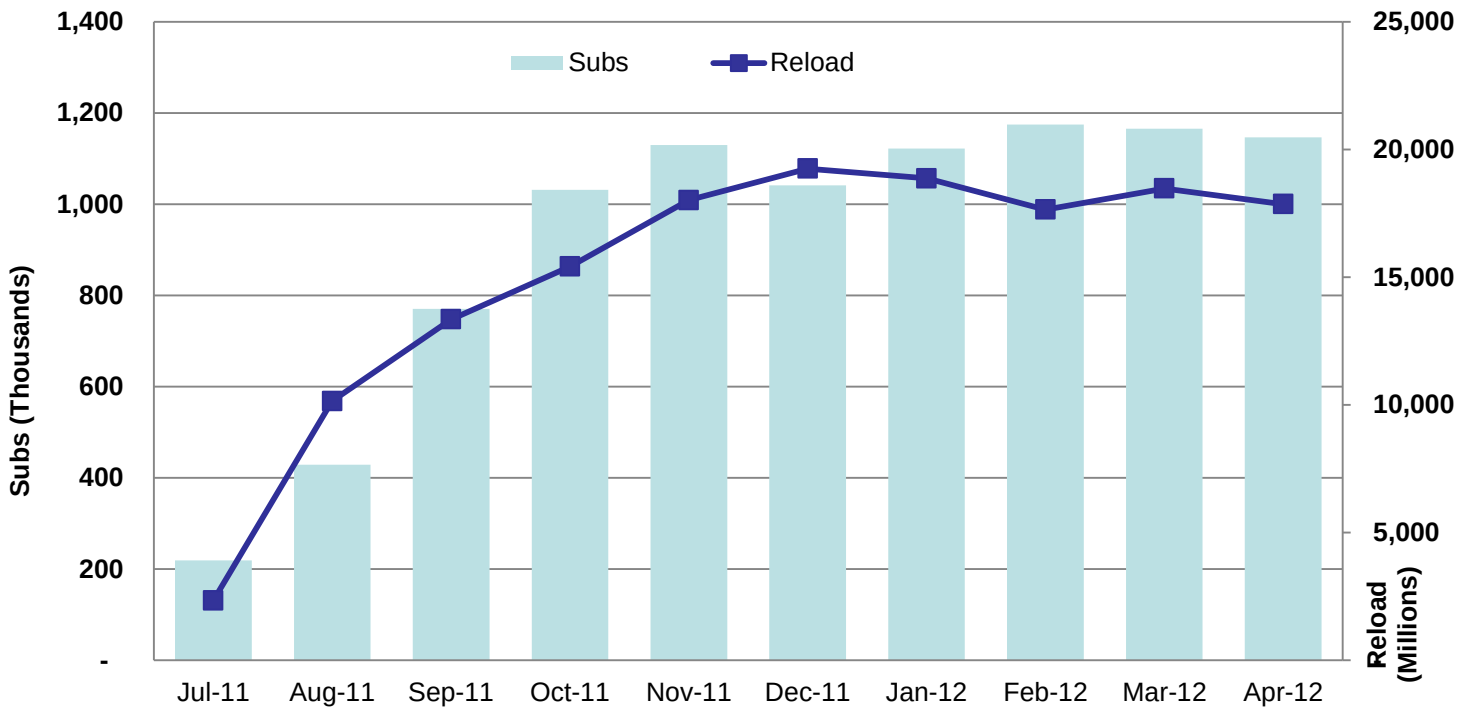


***Only Rp.500** to get:*

- ***Unlimited call** to 4 registered numbers (Indosat numbers) during 00.00 – 17.00*
- ***Additional active** period for each activation*

Program Launch: July 2011

Hebat Keluarga Performance



Partnership

Partnership with Nokia : Bundling

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Proudly present….

Nokia Asha 202

LAUNCHING : 19 May 2012
Bundling Price : Rp. 790.000

Nokia 110

LAUNCHING : 2 June 2012
Bundling Price : Rp. 450.000

Benefits:

- **Free Info Wanita service for 12 months**
- **Free call 17 hours to 4 registered numbers (Indosat numbers) during 00.00 – 17.00 for 30 days**



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Info Wanita

Family & Childcare

Child birth, nutrition, children education, etc

Communication

Assertiveness, reading body language, effective techniques, etc

Health

Basic health care, pregnancy, eating habits,etc

Info Wanita



Nokia Life

Life skills

Decision making, self awareness, attitude, etc

Banking / credit

Savings, Managing receivables, etc

Financial Management

Budgeting, contingency planning, etc

Business

Client prospecting, marketing, pricing, etc

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Service Content (1)

Life Skills
- Steps to decision-making
- The impact of decisions
- Organized & systematic
- Why decisions matter
- Steps to problem solving
- Understanding points of view
- Personal values, ethics
- Critical thinking
- Analyzing attitudes, social norms, beliefs
- Influences that impact thinking
- Rational decisions versus emotional decisions
- Gender-related issues
- Coping with pressures of business, family
- Self-awareness
- Confidence building
- Stress-reduction techniques
- Physical impact of emotional stress
- Positive affirmations

Communication
- Effective techniques
- Active Listening
- Reading/using body language
- Difficult conversations
- Using words effectively
- Assertiveness
- Feedback
- Negotiating win-win
- Work towards a solution
- Passive versus passive aggressive
- Anticipate issues/problems
- Communicating with employees, partners, suppliers, customers, investors
- Managing male customers/ clients effectively

Health
- Basic health care
- Eating habits
- Prevention and safety
- Stress reducation
- Pregnancy
- Child birth
- Child birth insurance
- Midwives
- Post pregnancy

Service Content (2)

Business
- Objectively analysis
- Focus on quality
- Client prospecting
- Strategic alliances
- Identifying growth opportunities
- Managing employees
- Employee training
- Marketing
- Pricing
- Goal setting
- Adjusting business to address market demands
- Sales techniques
- Community participation
- Professional development
- Advocacy
- Insurance
- Legal issues – contracts, licenses, support

Financial Management
- Budgeting
- Planning growth
- Strategic thinking
- Contingency planning
- Developing "What If's" preparation
- Cost analysis
- Raising capital
- Dealing with investors/partners
- Government duty
- Corporate income tax
- Reporting
- Compliance

Banking/Credit
- Managing accounts
- Lines of Credit
- Using your banker as a resource
- Mobile banking
- Managing receivables
- Invoicing
- Savings
- Terms

Technology
- Business software
- Cost benefit
- Mobile
- Marketing/press
- Web-based solutions
- Customer communication
- Employee development
- Using Facebook

Partnership with RUMA : Distribution

- Program Name: **RUMA**
- Purpose : To empower micro – entrepreneur (Women)
- Opportunity : Potential opportunity to increase Indosat reload from RUMA retail network 9.000 PoS (2011) to total 18.600 PoS (2012).
- In correlation with Indosat's strategy to strengthen its retail / alternative channels → leads to bigger reload target in 2012.
- Facilitating access to new market to drive increase sales which also provide good brand image to Indosat.
- Benefit :
  - ✓ Appoint RUMA as new retail distributor
  - ✓ As a new distributor, Indosat will give 3 months probation period, KPI with minimum result of 85% to be promoted as Retail Dealer with nationwide coverage

Partnership with MercyCorps : CSR (MoU)

- **Mercy Corps** shall run a pilot program to support mother support groups with mobile services (initially 300 motivators);
- The Parties shall provide health data collection via mobile;
- Mercy Corps shall train motivators as sales agents of Indosat;
- To greaten the impact of Indosat mobile clinic initiative;
  - ✓ Indosat will support the set-up of new MSGs in areas visited by mobile clinic in order to increase their impact on the community.
  - ✓ MSG will come together with the **mobile clinic** visit their area.



MercyCorps

Be the change

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Thank You

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