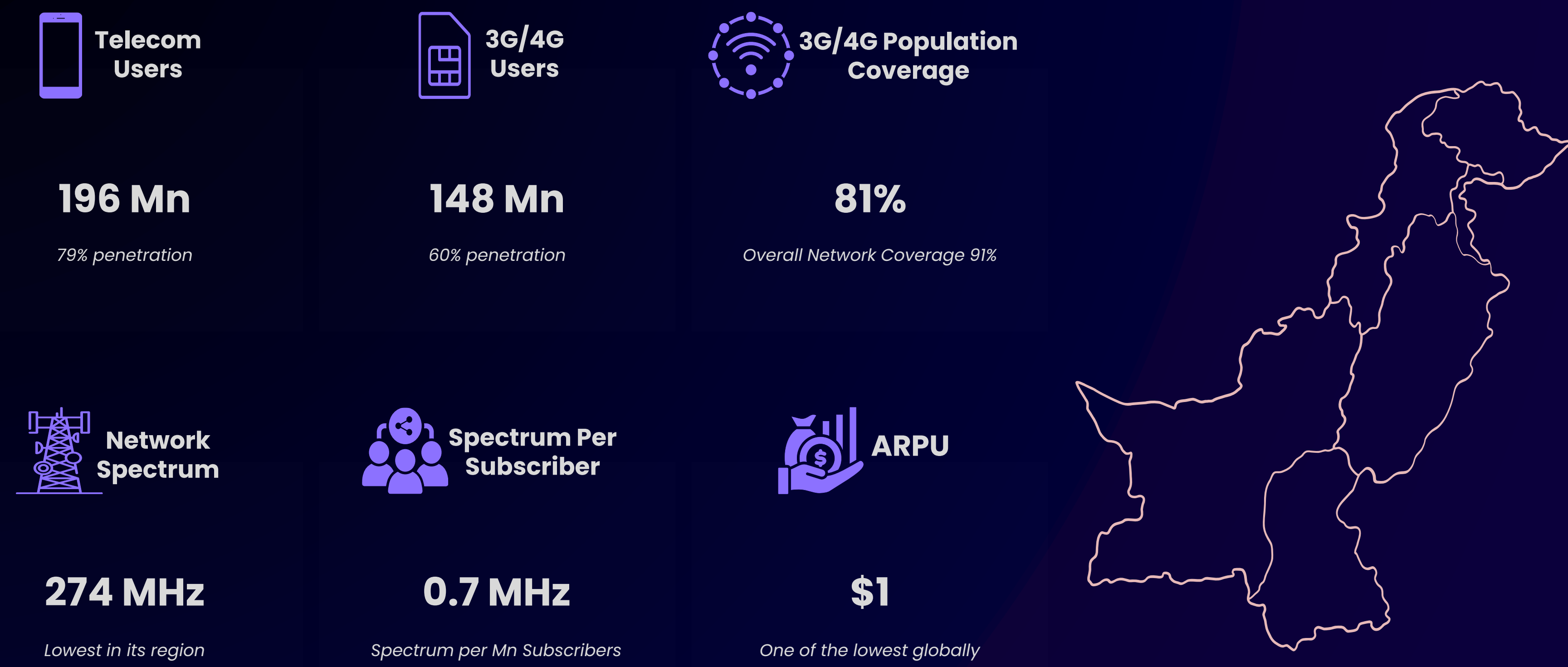


Kazim Mujtaba

President – Jazz Consumer

LAUNCHING 5G IN A LOW ARPU, SPECTRUM STARVED MARKET



*Data sourced from PTA & news reports

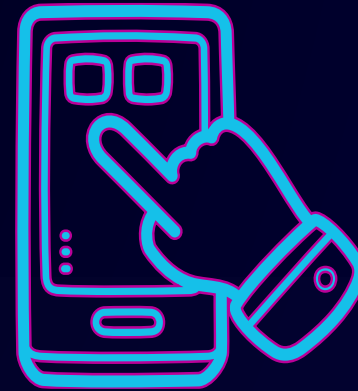
LOBBYING WITH THE GOVERNMENT TO USE 5G AS A FORCE MULTIPLIER



5G Price Rationalization

Make 5G a viable business for MNOs

- Lower spectrum price at launch and in local currency
- Staggered price payment plans & tax incentives



5G Handset Adoption

Making 5G devices affordable and accessible

- Lower duties & taxes on 5G smartphones
- Support local assembly of affordable 5G handsets



Market Repair

Ensuring sustainable revenue growth

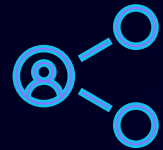
- Regulate to improve ARPU sustainability
- Enabling new use cases to boost ARPU

PHASED APPROACH TO MAXIMIZE 5G POTENTIAL



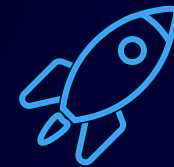
Year 0–2

Enable affordable 5G handsets
(BNPL, local production)



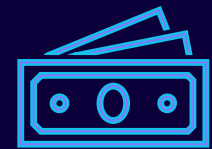
Year 2–3

Expand 5G use cases (gaming,
health, AR/VR) via Network Slicing



Year 3–5

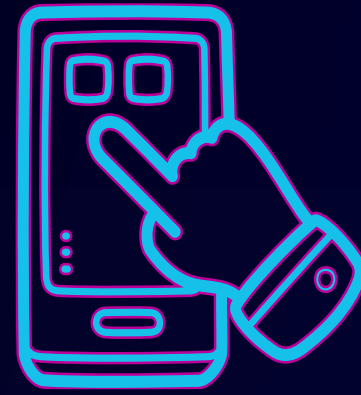
Develop enterprise pilots through
Edge Computing



Year 5+

Expand monetization potential by
developing automation & IOT

IMPROVING 5G HANDSET PENETRATION



Low 5G Handset Penetration

Only 1.9% of population will benefit from 5G



Buy Now, Pay Later

Enabling easy BNPL plans to help customers upgrade to 5G devices



Embedded Insurance

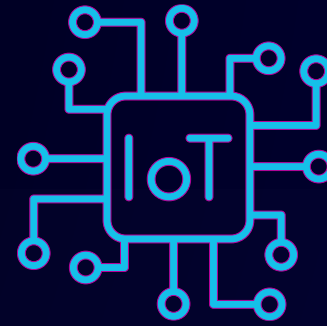
Offering built-in handset insurance to make 5G upgrades safer



Taxation Reform

Advocating for reduced duties and taxes on 5G smartphones

LEVERAGING IOT USE CASES FOR 5G MONETIZATION



Limited IOT Adoption

Very low monetization & transformation opportunity



Healthcare

Nationwide access through virtual doctor visits & remote surgeries



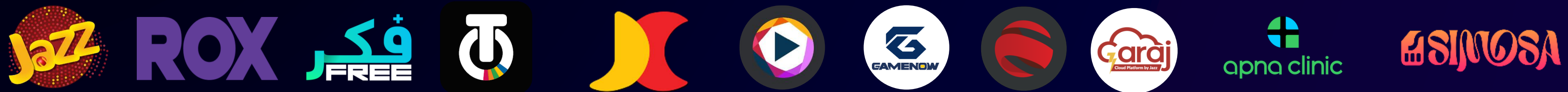
Cloud Gaming

Ultra realistic AR/VR gaming with real-time multiplayer



Smart Agriculture

Real-time sensor monitoring and AI-driven crop optimization



"5G is not just a network upgrade – it is the start of a new digital economy and Jazz is ready to power it"