

Quarterly Business Highlights 2017

Q1

• During March 2017, Grameenphone celebrated its 20th anniversary. 20 years on, Grameenphone's vision is the full digitalisation of society and the creation of new solutions to simplify the lives of its customers. Given the

relentless conviction of the Company to improve lives, its tools for progress at one's disposal, today and beyond, no dream is too big and no destination is too far.

- Optimized the Start up offer with 512MB of data for BDT 9 and total 3GB data in 5 months.
- Introduced BDT 10 internet scratch card nationally for 35MB of data with 3 days validity.
- Rolled out 776 3G sites throughout the country during the quarter. With this, 95% of total sites became 3G enabled.
- To increase brand loyalty of Grameenphone Star customers co-branded credit card was launched in partnership with Standard Chartered Bangladesh.

- JAAGO Foundation won ICT in Education award of UNESCO for implementing Online School. JAAGO Foundation has been operating 10 Online Schools in Bangladesh in partnership with Grameenphone and Agni Systems Ltd.



- Grameenphone stood beside a total of 5,400 families in Sylhet region, coastal areas and in Rangamati area during the quarter that marked heavy rainfall, cyclones and landslides. Relief operation was conducted with direct support from Bangladesh Red Crescent Society and the local authorities.
- Launch of new brand name “My Plan” under consumer postpaid segment. It is the new postpaid solution with the best 3G network. Any new or existing postpaid customer can avail this offer. Prepaid customer can also enjoy this

offer by migrating to My Plan without changing their number.

- Rationalized data offers with 3 new packs.
 - 250MB 3 days at BDT 31, 1.5GB monthly at BDT 229 & 4GB Weekly at BDT 179
- 20% volume bonus on all data packs was offered during Eid festival.
- Launched co-branded smart phone LAVA (BDT 2,945) and Micromax (BDT 3,999).
- National Demo day, first time in Bangladesh, was jointly organized with ICT Division, Venture Capital Association of Bangladesh, Uber and Better Stories during 22nd to 25th May.
- Grameenphone, as part of Telenor Group, is also helping local startups expand to new markets beyond the border. Grameenphone sent two startups – Sheba and Cramstack – to Digital Winners Asia in Singapore to compete for NOK 100,000 as seed money for expansion.



Q2

Q3

- The quarter was particularly a challenging one due to heavy rainfall and the disastrous flooding that affected much of the country. Grameenphone stood beside the flood affected in response to ease the distress. The Company supported in 3 major areas: water purification, medical support and food relief. In partnership with Bangladesh Red Crescent Society the Company was able to stand beside more than 200,000 distressed lives.
- Launched 3 new offers during Eid Festival with attractive propositions and offered 20% volume bonus in 2GB and 4GB data packs.



- First ever Digital Marketing Awards was organised by Bangladesh Brand Forum. Grameenphone and its 2 partner agencies (Magnito Digital Ltd. & Asiatic Mindshare Ltd.) clinched 9 awards in 7 categories out of 13

- 1 Grand Prix, 4 Gold and 4 Silver
- Won all 3 awards in Best App category
 - MyGP: Grand Prix
 - WowBox: Gold
 - GP Music: Silver

- Revised the start-up offer with 6GB data volume.
- Added 2.9 million new data subscribers during the quarter.
- Launched a minute pack of 60 minutes for BDT 33 with 7 days validity.
- Telecom ministry published 2 guidelines on 4G operating license and spectrum auction & technology neutrality on 4 July 2017 and 10 July 2017 respectively.

- To boost revenue, launched an offer to win a smartphone every 5 minutes on first BDT 33 or BDT 59 recharge.
- Buy 2 get 1 data campaign was launched to minimize the seasonal impact of lower activity during winter. The start-up offer was also revised higher data volume of 10 GB.
- To establish an enriched 4G device portfolio a joint promotional campaign was done with Apple for iPhone X and Samsung for Note 8. Joint promotional campaign was also done with Walton, the first ever made smartphone in Bangladesh.
- Launched Grameenphone M2M - country's first complete Machine-to-Machine (M2M) connectivity plan for IoT applications. This included various data packs, M2M self-service portal, industrial SIM cards and telco-grade security features to empower the customers with more choices, control and visibility.
- Created awareness on online safety among school children, guardians and teachers. Directly educated more than 52,000 students in over 250 schools of 54 districts. 20 BRAC trainers were trained to ensure ownership and to create resource pool. BRAC trainers conducted the sessions in schools. Over 400 employees participated voluntarily as well.

- Grameenphone clinched three (3) awards at the 9th Best Brand Awards. The Company won the "Best Overall Brand", "Best Telecom Brand" and "Most Consistent Brand" award at the Best Brand Award 2017. Bangladesh Brand Forum (BBF) and Kantar Millward Brown, Bangladesh, the world's leading brand research company organized the event.
- 477 2G and 491 3G sites were rolled out during the quarter, taking the total number of 2G and 3G sites to 12,994 and 12,332 respectively.



Q4