



وتحيابها الحياة  
add life to life

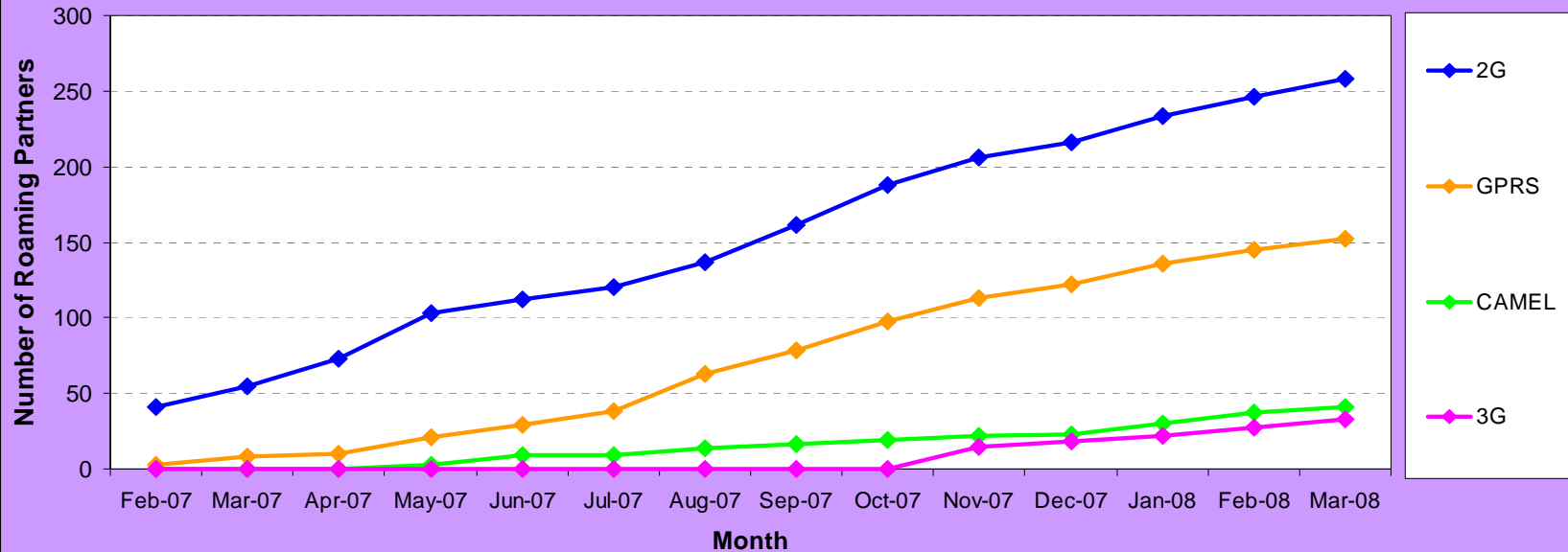
# Launching International Roaming: the du experience

BEYOND CONNECTIVITY 2008

Khaled Tabbara  
Vice President – Carrier Relations  
International & Wholesale Division



## Bilateral Roaming Coverage Growth



### Bilateral<sup>1</sup> Roaming Coverage (at end of March 2008)

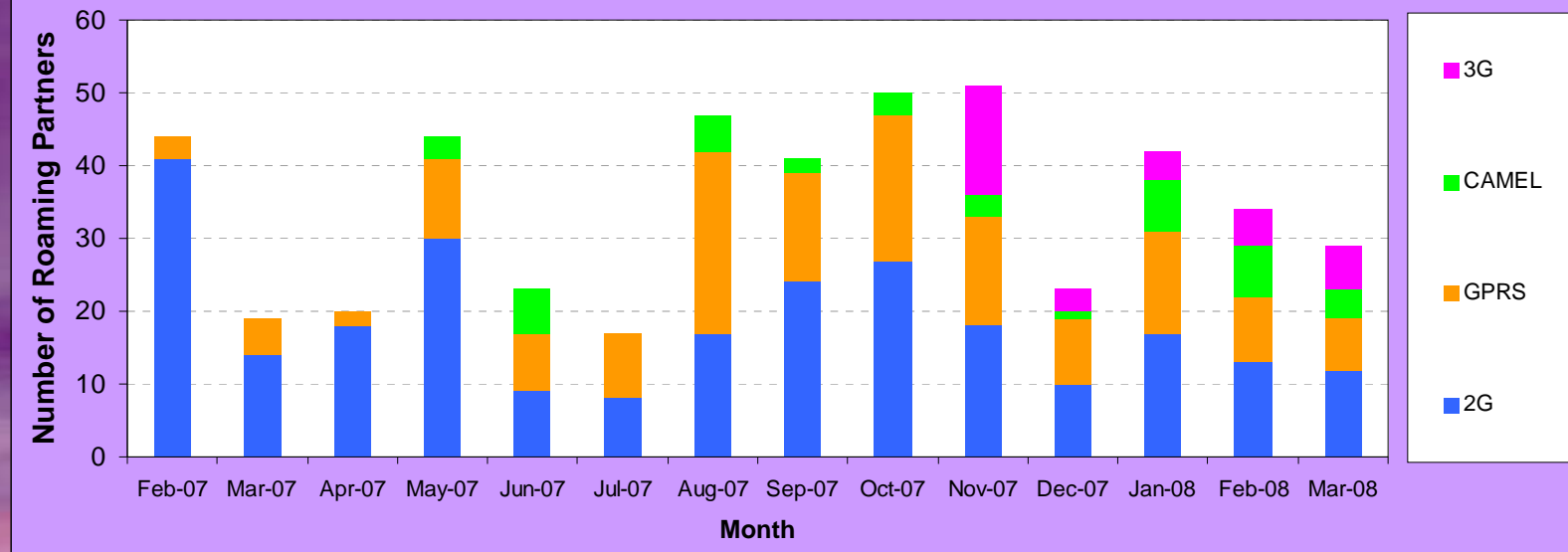
	2G	GPRS	CAMEL <sup>2</sup>	3G
<b>Operators</b>	<b>256</b>	<b>152</b>	<b>42</b>	<b>35</b>
<b>Countries</b>	<b>103</b>	<b>67</b>	<b>16</b>	<b>27</b>

Note1: Smart Roaming (broker) provides additional complementary coverage

Note2: CAMEL is currently for Inbound only. Outbound to be launched soon

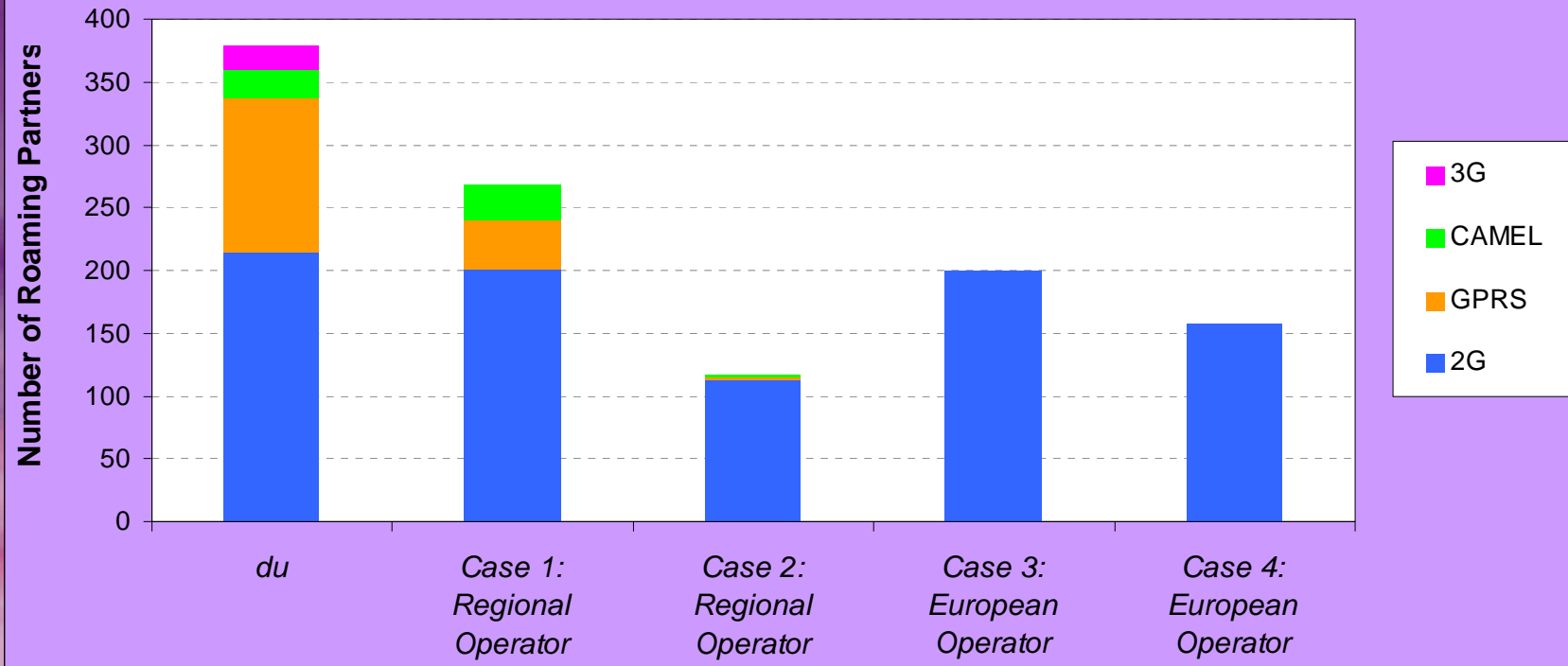


## Bilateral Roaming Services - Monthly Additions



- ❖ Significant efforts and resources dedicated to rapidly expanding the roaming footprint.
- ❖ Very fast coverage growth across geographies and services, with emphasis on fully covering the priority countries.
- ❖ Adding 35 new bilateral services on average every month!

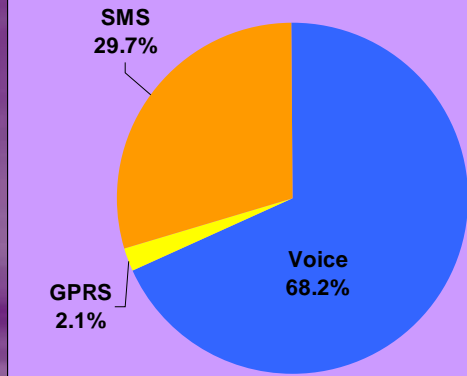
### Comparison with other "new" operators (measured 10 months after launch)



Note: the figures are based on information kindly provided to du by the concerned operators. The two European operators provided only 2G numbers.

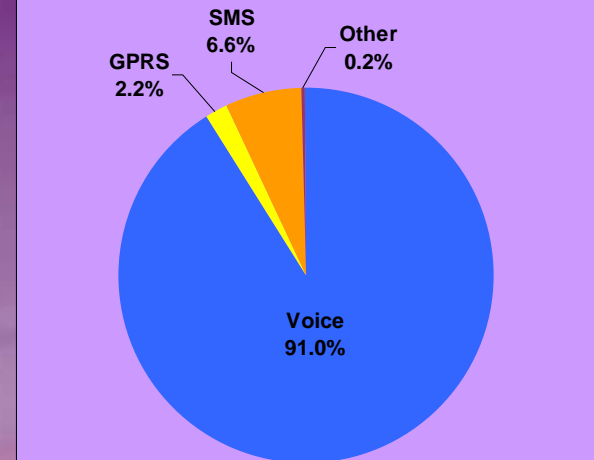


## Outbound Roaming



- ❖ SMS unusually large, but expected since du's customer base is largely prepaid and outbound CAMEL is not yet launched.
- ❖ du prepaid roamers can send & receive SMS, but can only make voice calls where USSD is available.

## Inbound Roaming



- ❖ A typical profile, voice is predominant.
- ❖ Inbound CAMEL is available
- ❖ GPRS share is typical of this region

The UAE is a regional business and travel hub, so roaming traffic is predominantly inbound. Moreover, du is in a growth phase having launched services around ~ 1yr ago.

# Summary

- At launch, du had an extensive International Roaming footprint, using both Bilateral and Smart Roaming.
- Bilateral Roaming coverage continues to expand very rapidly
- du currently offers an extensive global footprint via Bilateral relationships





Thank you

