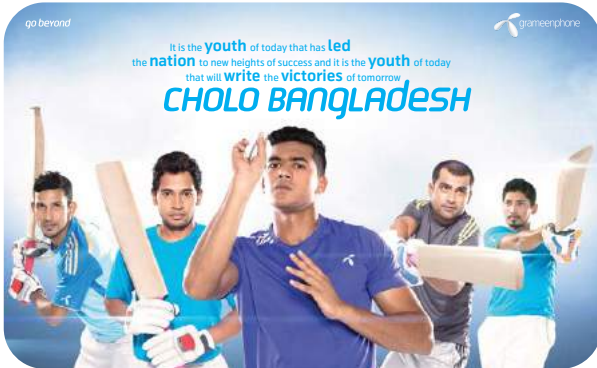
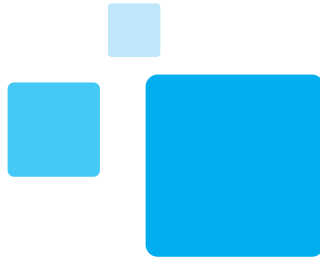


BUSINESS HIGHLIGHTS 2015



1Q 2015

- Establishing clear focus on competitive pricing strategy, Grameenphone introduced the most attractive offers in the market and thus stimulated usage while allowing the customers to enjoy competitive rates. Accordingly, Grameenphone launched 1 Paisa/second offer to any local operator upon recharge of specific amounts.
- With an objective of absolute simplification, Grameenphone revamped its data portfolio with 7 exciting packs by merging 2G and 3G offers along with revision on price points.
- Consolidated top 5 popular Value Added Services (Welcome Tune, News, Sports, Religion and Health) under daily offer of BDT 1 only.
- Grameenphone celebrated Fan Day on the eve of the ICC world cup, across all the 64 districts of Bangladesh. It was designed to create moments for the cricket crazy fans to unite and cheer for the country under the slogan 'Cholo Bangladesh'.
- To increase readership among the people of Bangladesh, Grameenphone launched a mobile application for Alor Pathshala, an e-library with online version of Book Reading Programme run by Bishow Shahitto Kendro in collaboration with Grameenphone.



- Grameenphone observed encouraging growth in the data market and managed to cross BDT 2 Billion revenue mark for the first time in this quarter.
- SIM tax reduced to BDT 100 from BDT 300 in the National Budget of FY 2015-16.
- Introduced 'Flexi Plan' through which subscribers can make their own plan according to their needs of Internet, Talk-time, SMS and Validity. Subscribers can earn great savings opting to this customisation option in making bundle offers.
- Launched recharge based activation process, which made it easier for subscribers and retailers to activate internet and voice products in the easiest way only through recharging specific amounts.
- To stimulate internet usage among the subscribers, Grameenphone introduced daily and weekly social packs.
- With the ambition of spreading the reach of internet among the youth, i-Gen started for the 3rd time all over the country. It included road shows covering 2,000 schools and reached out to 870,000 students.

2Q 2015





- Government introduced supplementary duty of 3% on the services provided through SIM card.
- Bangladesh Internet Week 2015 was organised jointly by Bangladesh Association of Software and Information Services (BASIS), Grameenphone and ICT Division of the Ministry of Posts, Telecommunications and Information Technology. To spread the reach and strengthen internet awareness among the unconnected, IT Fairs were concurrently arranged in 487 Union Digital Centers across Bangladesh.
- Launched EASYNET; a platform to help the non-data users to take their first step. It was a simple internet product that allowed a customer to learn at no cost the WHAT and HOW of internet through video tutorials on any personal handset.
- To increase affordability and convenience, Internet scratch cards were introduced in the market. It was considered to be a great acquisition tool to penetrate internet using the retail channel.
- Launched Safe Internet Parents' guidebook, an easy-to-read guide with child-friendly illustrations. The guidebook was available both in Bangla and English.
- Grameenphone extended its support regarding extension of toll-free Child Help Line number 1098, a 24-hour telephone line that provides emergency support services to children at risk, as well as to adults who are concerned about certain children. This initiative was part of a wider global partnership between Telenor ASA and UNICEF.

3Q 2015



4Q 2015

- Grameenphone continued to lead the industry with HD Voice and Digital Clarity and double speed HSPA for excellent user experience in voice and data services. At the end of the quarter, total 2G sites stood at 10,068 while total 3G sites reached to 5,831.
- As a part of covering the remotest areas of Bangladesh, Grameenphone set up a 3G network site at Dohogram and connected the people to the cyber world under the first 3G site by an operator.
- Grameenphone brought in all the services and information at subscribers' fingertips by introducing a one stop solution by dialing *121# (USSD) or 121 (IVR) at free of cost through an easy to use self-care platform.
- To increase the postpaid subscriber base, Grameenphone launched a new plan based postpaid product (xplore) that allows subscribers to choose from alternatives during purchase.
- Grameenphone enriched its device portfolio with Apple's iPhone (6s & 6s Plus) with attractive offers including monthly installment, discounted internet browsing, free 01711 series special number along with 1 year Apple warranty facilities.
- Launched Grameenphone KrishiSheba (27676) to serve the needs of information access of farmers. The package knits voice based farm consultancy with information on agro-inputs to cover for the information gap in the rural and sub-urban areas.