

QUARTERLY BUSINESS HIGHLIGHTS 2016

- Bangladesh Telecommunication Regulatory Commission introduced new SIM registration with online NID and Biometric Verification System. Grameenphone started SIM re-registration through biometric verification from January 2016. Initially 51,000 biometric verification points were deployed throughout the country.
- Launched GP Music 2.0, a music platform with the largest local song catalogue as well as international catalogue. The platform is available on Android, iOS, Web and Wap. Google rating of the service is 4.1 and #1 in music category in Bangladesh.



- Piloted the first ever data-centric pricing initiative in Bangladesh. The offer consisted of 90 MB internet with 2 days validity at BDT 14. On top of that customers got a special voice tariff of 1 paisa/sec. The offer was well accepted by the subscribers.
- 4.2 million new data subscribers acquired during the quarter. Segmented micro campaigns contributed to this as opposed to heavy presence on media.
- Flagship premium device launch of Samsung Galaxy S7 Edge and iPad Pro at controlled channel GPC.
- Rolled out 1,804 3G sites throughout the country during the quarter. With this feat, 74% of total sites became 3G enabled.

- Successfully completed biometric re-registration of the entire subscriber base. Verified subscriber stood at 52.6 million at the end of the quarter.
- Rolled out 10,000+ 3G sites throughout the country. This was delivered as per our commitment made at the beginning of the year. More than 90% of the population in the country has now access to high speed internet.



- Launched a recharge tool through which retailers are empowered to offer customised products to subscribers. The objective of this initiative was to generate additional revenue and ensure positive customer and retail experience.
- To improve data revenue generating subscriber base and revenue, introduced 1GB at BDT 89 with a validity of 7 days. This offer was applicable for all prepaid and postpaid subscribers with a purchase frequency cap of 10 times within the campaign period.
- Launched 1,000 'GP Express' stores with an aim to provide subscribers with a one-stop solution to cater to their device and product requirements to help enhance their digital lifestyle.
- Introduced 'Tonic', a mobile-based integrated healthcare service platform. This is the first global bid by a telecom operator to significantly improve healthcare services in emerging markets by addressing local health challenges through technology media.
- Offered two co-branded 3G smartphones in partnership with the Okapia and Lava. Exciting voice and data offers were also tagged with the offer.
- As part of Telenor's initiative to partner with Facebook and promote digital literacy, Grameenphone initiated the Facebook retailing campaign which will help drive internet adoption among new users and strengthen Grameenphone's position in the digital space.

- Introduced MyGP App, a digital self-care channel for customers to access all Grameenphone services, offers, bonus and rewards. This is the single digital channel, which will let customers interact with Grameenphonethroughitsrichandpersonaliseduser experience.
- Launched GP Online Shop, an online platform with full service functionality for all subscribers in Bangladesh. This is considered to be the first of its kind platform in the country offered by a telecom operator. Through this, any subscriber can order the latest smartphones, gadgets with authentic manufacturer’s warranty, pay through flexible payment options [EMI] and get home delivery nationwide.
- WowBox- lifestyle app, has reached 5 million users in Bangladesh only within 16 months of its launch. The app is filled with localised content, like trending news, sport updates, in-built games, free music, lifestyle articles, competitions, love testers and much more. WowBox was recognised by Commward, Bangladesh’s most prestigious awards platform, with three awards.



- Introduced up to 98% discounted tariffs for Grameenphone roaming customer. The objective of the offer was to make international roaming an easier and more affordable proposition for our valued subscribers.
- Partnered with Viber to launch Viber messaging and sticker sets in Bangladesh. The partnership has enabled subscribers to use Viber messaging at a very convenient price and sticker sets at free of cost.
- Received the second batch of Grameenphone Accelerator program during this quarter. This program, in partnership with SD Asia, has been designed to support early-stage, homegrown tech startups. These startups are provided with an intensive, rapid and immersive training over the four-month program.

- Embarked on a mission to create a digital video repository of stories from the Liberation War, narrated by the Freedom Fighters. The aim of the initiative is to capture and spread the true stories of the Liberation War in the voices of the Freedom Fighters themselves. Grameenphone, with assistance from the Ministry of Liberation War Affairs, has taken on this initiative to keep the inspiring tales of 1971 alive, generation after generation.
- Received top awards both in the Best Overall Brand and Best Telecom Brand category, for its acceptance among subscribers, at the eighth edition of the Best Brand Awards. The awards were presented by the Bangladesh Brand Forum (BBF), in association with world’s leading brand research company Kantar Millward Brown, Bangladesh. Grameenphone is the first telecom brand in Bangladesh to receive the Top award in the Best Overall Brand category.



- Re-launched its wallet service to make the lives of customers easier, under the new brand name ‘GPAY’ – a digitised and smart way to avail Grameenphone’s existing range of payment services.
- Organised Smart City Hackathon, for the first time in Bangladesh in partnership with Preneur Lab. The program ran nonstop for 36 hours through which tech professionals, including coders, designers and innovators, tried to develop and implement innovative ideas to solve the problems of Dhaka City.
- Mashrafe Bin Mortaza, the sensational cricketer of Bangladesh, joined hands with the number 1 mobile service operator Grameenphone as its brand ambassador to work together to empower the people and society.

