



Digicel PNG Rolling Out ICT Services

Digicel

The Bigger, Better Network.

PNG: ICT Key Success Factors to Date

Coverage

- ◆ “Bigger and Better” Network covering 75% of population, 650 towers
- ◆ Spectrum applications for licenced spectrum and equipment being procured from carrier grade providers
- ◆ High network availability

Products and Services

- ◆ Focused on one stop shop:
 - ❑ Branch network across PNG
 - ❑ PBX directly linked into the Digicel network from across PNG
 - ❑ Fixed/mobility solutions services

Retail/Brand

- ◆ Digicel Business driving corporate mobility
- ◆ Datanets driving corporate fixed solutions
- ◆ Cross over depending on customer needs and requests for account management

Customer Care

- ◆ World Class 24 / 7 Customer Care
- ◆ Integration of customer end equipment with the overall NOC
- ◆ Customers called at the end of technical call to close out issue

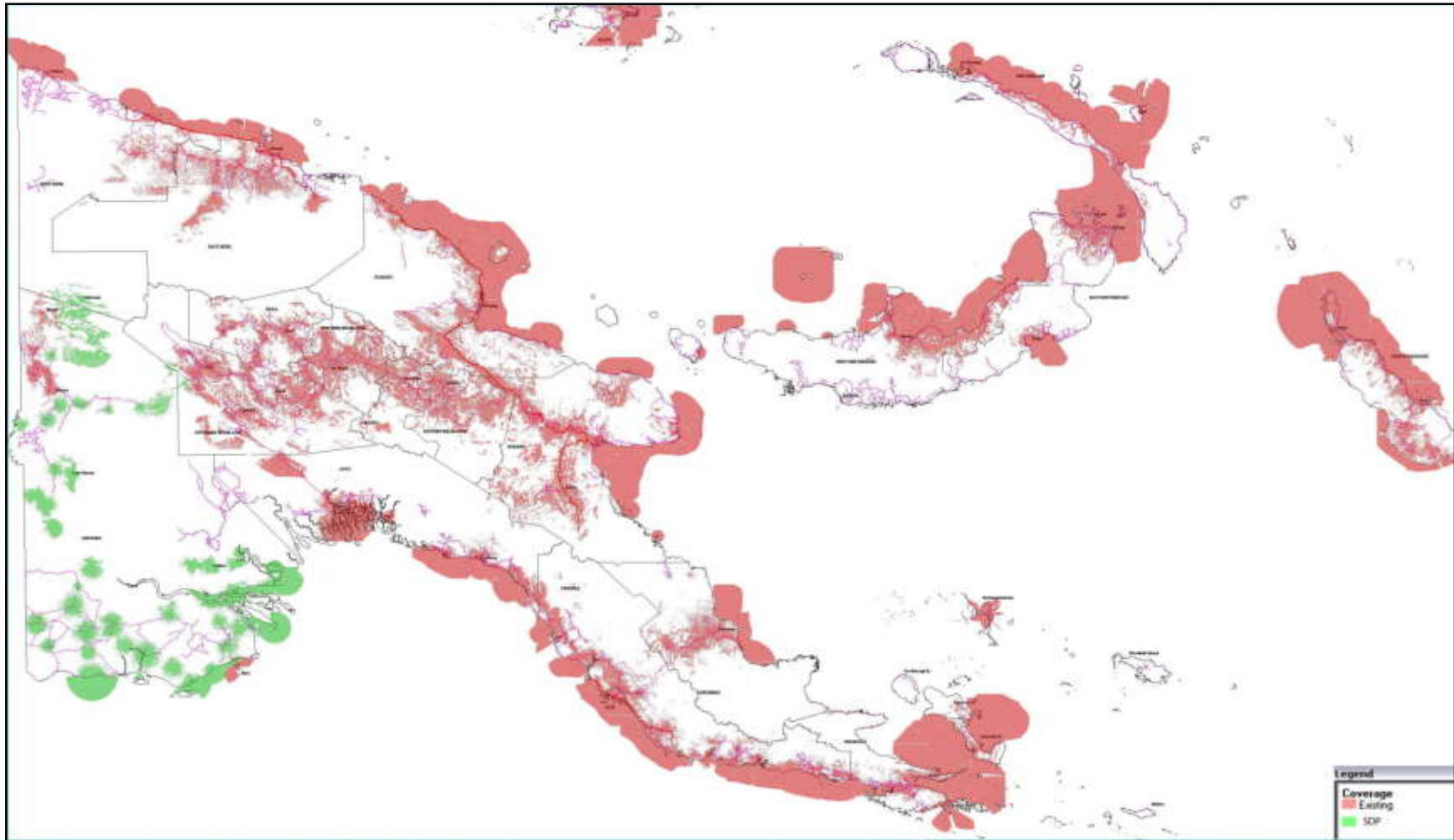
People

- ◆ Bringing in additional ICT sales people to train and mentor local staff
- ◆ Initiating development program internally as need to bring people from graduation vs being already available..



Sites and Coverage

- ◆ Currently 650 sites on air. Our population coverage is estimated at 75%, with our coverage being as follows:




Challenges of Building a Network in PNG – Complete!

- ◆ Some SDH and link sites are accessible only via helicopter
- ◆ Large number of sites had no road access. Access ranges from 20 metres to 1.5kms in some cases.
- ◆ Landownership is generally unclear and can be owned by several clans making negotiations time consuming
- ◆ Land-owner disputes and demands increase the length of time to get a site on air and demands can increase every six months
- ◆ Highest site Mt Otto at 11,000 feet.
- ◆ Largest site is 130 metres



“Original” Innovative Solutions



Power at your Fingertips

Buy your Easipay™ using your mobile phone!

Now use your Digicel mobile phone to buy your Easipay anytime, anywhere.

Enter: 1) *779>Your Easipay meter number*Line and/or then Send. (eg. *779*22000001*10#)

2) You will get a confirmation message. Press 1 to confirm.

3) You will receive your Easipay voucher number.

Call Customer Care for Free 24/7 for more info. | www.easipay.com

Digicel PNG's Biggest, Better Network.

© 2010 Digicel. All rights reserved. Easipay is a trademark of Digicel. Services available to all prepaid Digicel customers only. Digicel, Easipay and Easipay logo are trademarks of Digicel.



BSP
Love your bank.

PNG celebrates launch of Digicel Top Up SMS BANKING

NOW you can BANK AND TOP UP YOUR PHONE CREDIT ANYTIME, ANYWHERE! Just use your mobile phone.

APPLY TODAY to receive 20% FREE EXTRA PHONE CREDIT FROM DIGICEL and free gifts from BSP!

To apply, you'll need

- 1 Your Kundi Card
- 2 Your BSP Account Number + details
- 3 Mobile phone number
- 4 Mobile + BSP Account Numbers for deposits to other BSP account holders
- 5 Fill in an Application Form today

NBW banking & topping up is 2.EZY!

Digicel PNG's Biggest, Better Network.

Getting Digicel customers can help to transform the results today.

www.bsp.com.pg

Top Up Power

- Over 7,000 transactions per day for people to top up their power using the phone to access the PNG Power System

SMS banking and NASFUND balance checks

- Over 25,000 transactions per day.
- Move this to USSD to enhance services for the banking sector

Digicel

The Bigger, Better Network.

Initial Enabling Steps in Place



Instant High Speed
Internet Has Arrived

AS LOW AS
25 toea
per MB!

Introducing Digicel Broadband.
Enjoy breathtaking speed, great mobility, peerless coverage and real value with our next generation Internet service.

Call 123
www.digicelpng.com

Digicel
broadband



FREE Gift Pack
with every new Toshiba laptop.

Satellite Pro C860
K2,305

Net500 Mini Notebook
K1,612

Tecra R850
K5,044

Free Case, Back Pack, Mouse & Digicel 3G USB Wireless Modem with a new Toshiba Notebook.

Visit Ground Floor, ACN Haus,
Macgregor Street, Port Moresby.
Toshiba (675) 300 0333
Call (675) 72 00 6000 / (675) 300 03 00
Click www.datanets.com.pg

DataNets
a Digicel company

Broadband

- First 40 sites completed in POM, Lae, Hagen, Kokopo and performing well
- Key issue is off-island bandwidth on PPC-1 and APNG-2 which will drive the development of the next tranche of broadband sites

Corporate - Datanets

- Positioning as a one stop integrator using Digicel and NEC.
- Establishing a corporate operations centre
- Establishing an ICT team to provide end to end solutions for customers

Digicel

The Bigger, Better Network.

Specific Opportunities



Education – able to connect institutions across PNG

- ❑ Access to closed content for High Schools
- ❑ Learning how to use email
- ❑ Why do we need to use text books ?
 - Use the network to upload content, ebooks

Health – able to connect health centres

- ❑ Tracking delivery and distribution of drugs to remote locations
- ❑ Centralised databases can be deployed for medical records
- ❑ Remote diagnostic capabilities
- ❑ Simply information available on cholera, TB, malaria, diabetes

Corporate

- ❑ Linking office applications
- ❑ Linking fixed/mobile solutions
- ❑ Increased availability
- ❑ Linking offices which previously only connected via satellite



Impediments



International bandwidth in PNG

- ❑ Significant factor to growth
- ❑ 3G and ISP growth is constrained
- ❑ Impact is felt across the country

National broadband network development

- ◆ Development of fiber across PNG
 - ❑ Provide high speed access to connect the 3 largest cities in PNG
 - ❑ Ability to execute such a complex project
 - ❑ Outcomes must be deliverable



Summary

- ◆ Digicel has bought affordable and reliable mobile to PNG and is going to replicate this in ICT.
- ◆ Opportunities in developing health and education networks to ensure access to first world facilities.
- ◆ Opportunities in corporate office connectivity for real time application support and expansion of networks
- ◆ Offerings have to be relevant based on price, service, coverage and convergence.'
- ◆ Key challenge is the development of a high speed backbone and the NBN.
- ◆ Digicel committed to being part of the team to roll out, invest in and manage the NBN.



Sales, Service – we are prepared to go anywhere, anyhow!



Sales team heading out at Telefomin



Banana boat (Sales office)



Empty hill sales office