



West & Central Africa Region

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1. Technological Environment

2. Managing the Integration

3. The way forward

- Challenges and Opportunities



Managing the integration

Well advanced resource allocation

- Single Vice President (VP) responsible for WECA region however legal structure remains intact
- VP represented on Group Exco
- Boards have been re organised to ensure cross pollination of best practice
- New CEO for Nigeria (ex Ghana CEO), New CEO for Ghana (ex Nigeria CFO)
- Head office support function to the region



Managing the integration

Hub and cluster opportunities

- Network planning

Seamless network and preferential rates

Brand and product

- Rebranding to “MTN”
- Leverage centralised and regionalised content and relationships
- Segmentation specific offers, Corporate, Youth and Bottom of Pyramid

Economies of scale opportunities

*Regional Buying opportunities and Regional logistical Solutions
Managed Services with vendors*

Traffic management/R&D/DRP

*Redundancy Planning and regional cooperation
Centre of Excellency for Knowledge Sharing*



Managing the Integration

Reporting

- Financial and operational reporting now standardised in terms of definitions and format
 - All subscribers reported on a 90 day activity window
 - All reporting through Hyperion
- Year end was not a challenge as MTN changed in December 2005

Other

- WECA] regulatory forum participation/influence enhanced
- Common language opportunities leveraged



Opportunities

- High growth region
- Low penetration
- Unified Licence Regimes
- Leverage learnings from NS in Cameroon to implement in Nigeria, Ivory Coast and Ghana
- Expand addressable market, through shared phone, Village Phone and Lady Phone
- Extract further synergies



Challenges

- High Cost Base
- Unstructured regulatory bodies
- Network capacity & rollout challenges



Questions?

