

MTN KPI Assurance Definitions Report

This table has reference to the MTN integrated report non-financial data on pages 116 – 119.

KPI	Criteria
Quality of service in MTN South Africa, Nigeria and Ghana	<p>Quality of services is a technical measure used to judge 2G and 3G network performance regarding the end-user customer experience. As revenue and customer satisfaction is related to network performance and quality, the following aspects will be used to determine if MTN is meeting end-user demands: network uptime as measured by traffic channel availability (TCH availability all hours (%)); call services measured with call setup success rate (CSSR) all hours; and calls dropped using the definition for dropped call rate (DCR) all hours. The rates reported are for the MTN South Africa, Nigeria and Ghana opcos, and for the reporting period 1 January to 31 December 2015.</p>
MTN Foundation spend	<p>MTN Group's corporate social investment (CSI) activities are implemented through two vehicles: MTN Foundations in some of the countries in which MTN operates, and 21 Days of Y'ello Care (an employee volunteering initiative undertaken over a set period of 21 days annually). MTN CSI comprises financial, in-kind and employee volunteering initiatives undertaken by the MTN Group and its operations for the benefit of communities and other stakeholders in the countries in which MTN operates. The following areas of spend are recognised for the purposes of CSI reporting: all direct financial and in-kind contributions (financially quantifiable) to initiatives in the following sectors – education, including non-commercial sponsorships and bursaries; health, including non-commercial sponsorships for bursaries; National Priority Foundation investment, which ideally should be aligned to the Millennium Development Goals; and economic empowerment initiatives. CSI spending excludes investment with a direct marketing revenue benefit, commercial and political sponsorships, as well as employee volunteering initiatives authorised and approved annually by the Group stakeholder relations CSI function, in terms of the 21 Days of Y'ello Care programme. CSI spend includes operating expenses and management fees associated with the running of the foundation and volunteering activities, where these are included in the foundation's trial balance and general ledger account.</p>
Employee culture survey result	<p>The MTN Group employee culture survey is conducted annually across each of the MTN Group's 22 operating countries (referred to as opcos), and within the MTN Group head office (management company referred to as manco). The survey is conducted at a business unit level and at a team level within the business unit. The survey reviews 15 dimensions that assess the extent to which MTN's SFTE (standard full-time equivalent) employees are a fit for the Company's operational and competitive requirements as defined by the Group's vision and strategy: sustainable engagement; leadership; employee development; performance management; diversity; pay and benefits; Company image; competitive position; innovation; work organisation and efficiency; direct supervisor; communication; goals and objectives; and values and retention.</p>
MTN whistle-blower hotline data	<p>The anonymous tip-offs line is managed by a third party, who collects the tip-offs and reports to MTN. MTN is responsible for the investigation of the tip-off. The tip-off items received include fraudulent tip-offs and other administrative matters. An incident is regarded as received when the call is logged on the anonymous tip-offs line, evaluated by the contracted third party to eliminate dropped calls, prank calls and other non-events and formal whistle-blowing reports are issued to MTN.</p>
Net promoter score for South Africa, Nigeria and large opco cluster	<p>Net promoter score (NPS) measures customers' experience with a brand through a simple question: "On a scale of 0 to 10, how likely would you be to recommend MTN to a friend or family member?" Responses of 9 or 10 are considered promoters while responses of 7 or 8 are considered passives. Any score of 6 or below is considered to be a detractor. Each country's NPS is calculated by subtracting the % of "detractors" and "passives" from the % of "promoters". Combined scores of multiple operations are calculated by weighting responses according to subscriber base within each operation.</p>