

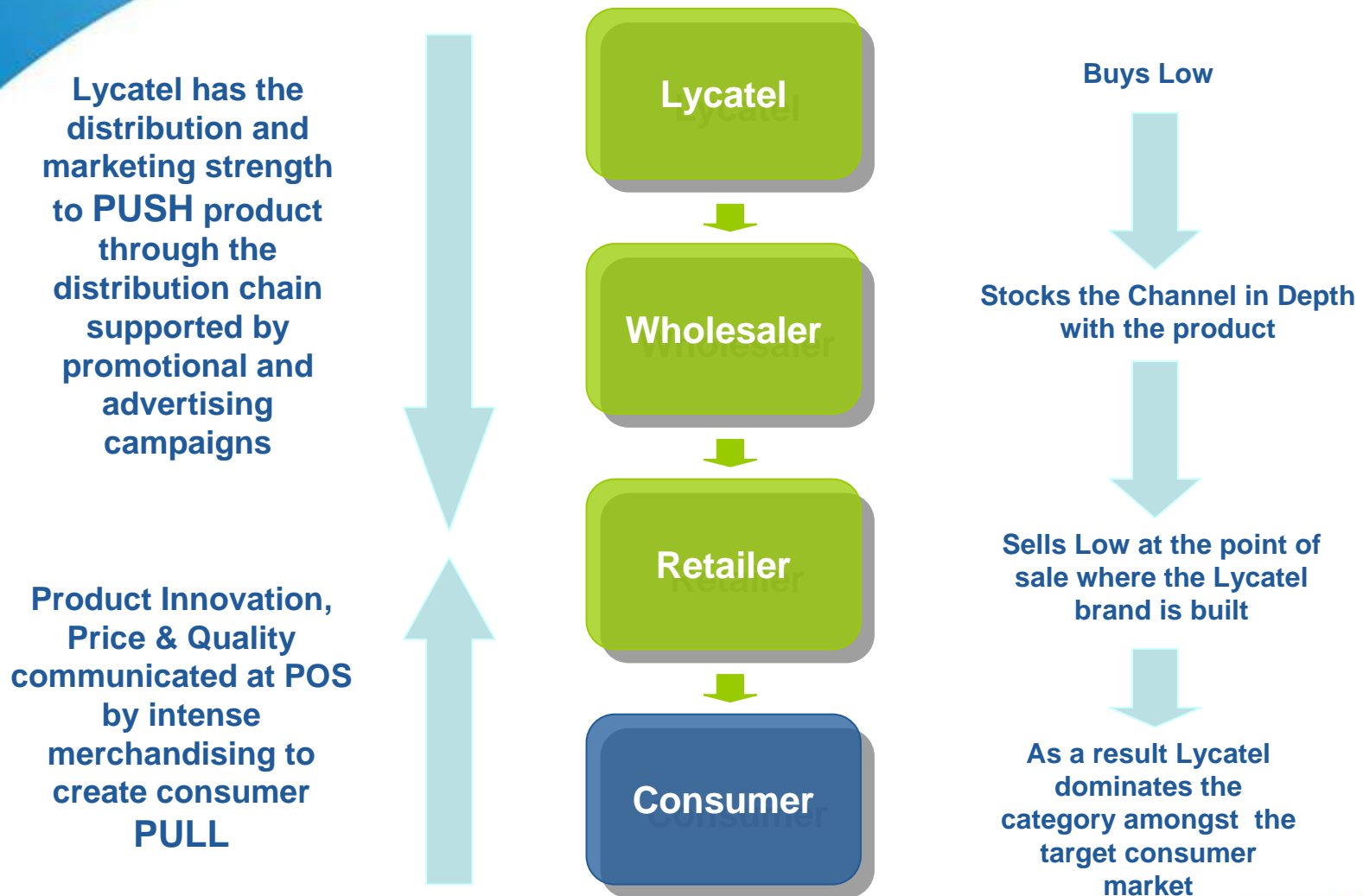
Services & Applications Panel

***Capacity Middle-East & North Africa
26th & 27th February 2007***

Presented By: Milind Kangle - CEO



Telecoms : An FMCG Approach



Lycatel invests heavily in the distribution channel and the marketing and advertising required to drive product awareness and desire

Future Strategy : Mobile KPI's

	ARPU (US\$)	CHURN %	MOU total (Monthly)	SAC (US\$)
Contract	59.95	1.9	453.5	269.31
Prepaid	14.65	4.2	96.87	25.29
Blended	27.47	4.02	189.7	126.38

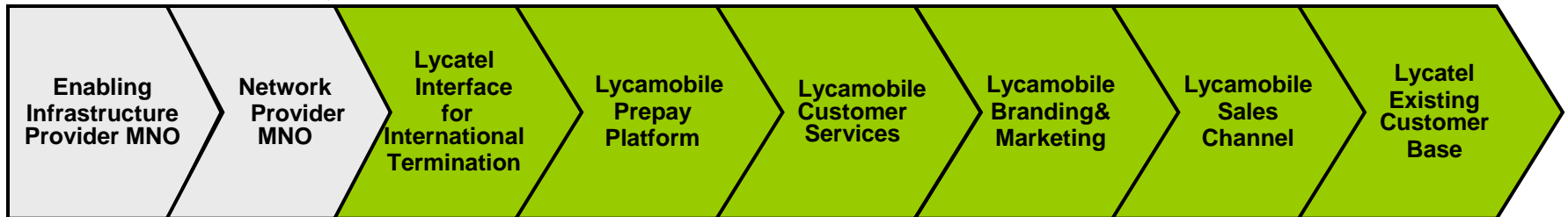
Source: Informa Telecoms and Media's World Cellular Information Service

Products & Services Driving Demand 2007

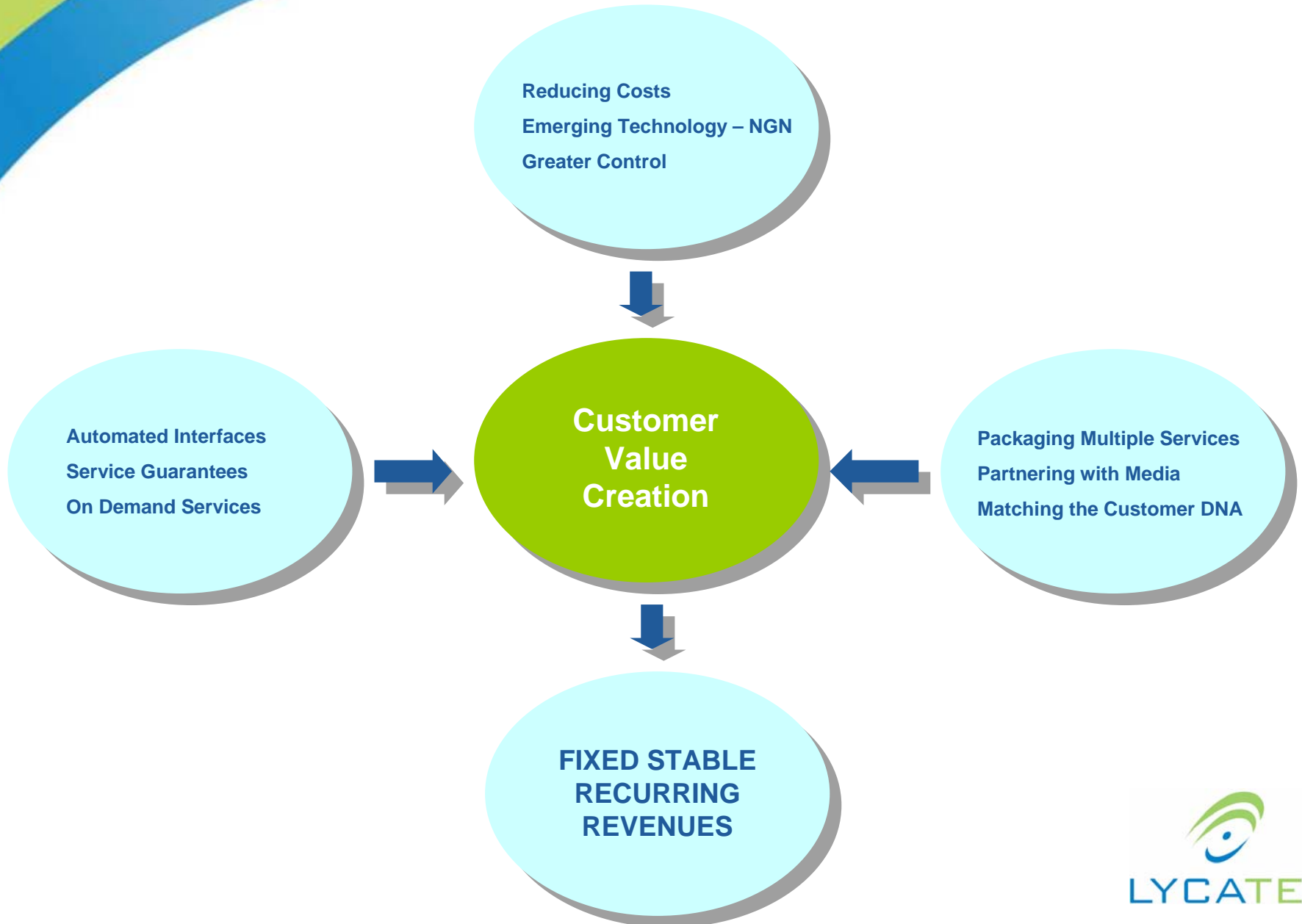
LYCAMOBILE

MOBILE VALUE CHAIN

Lycamobile has a proven interface between the MNO network and the Lycatel international termination network



Challenges for Wholesale Partners



Thank You



LYCATEL

Call the world for less