Services & Applications Panel

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

Presented By: Milind Kangle - CEO

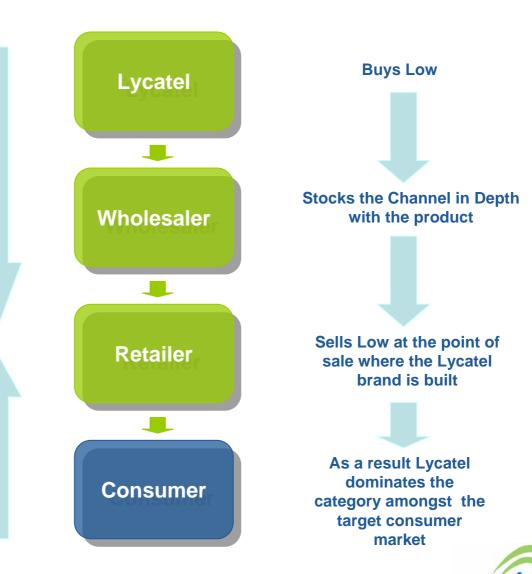




Telecoms: An FMCG Approach

Lycatel has the distribution and marketing strength to PUSH product through the distribution chain supported by promotional and advertising campaigns

Product Innovation,
Price & Quality
communicated at POS
by intense
merchandising to
create consumer
PULL



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



MOBILE VALUE CHAIN

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

Enabling Infrastructure Provider MNO

Network Provider MNO Lycatel
Interface
for
International
Termination

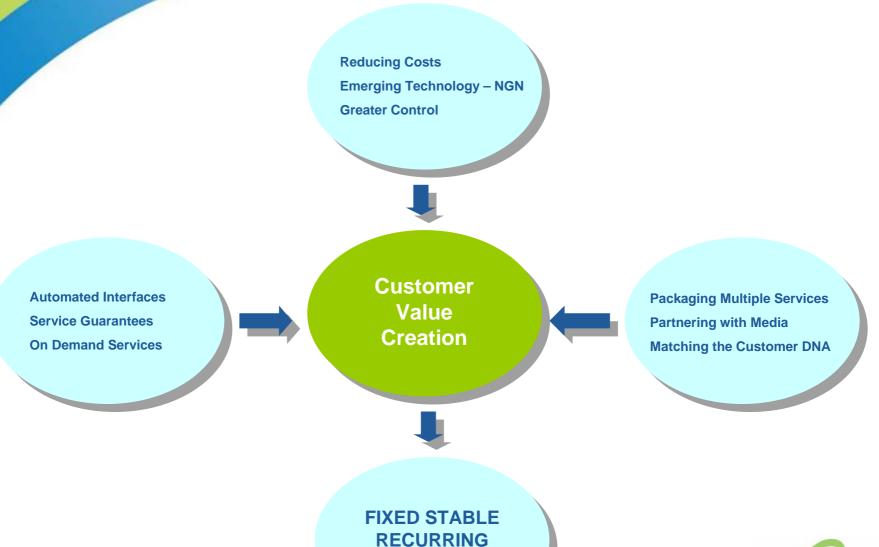
Lycamobile Prepay Platform Lycamobile Customer Services

Lycamobile Branding& Marketing Lycamobile
Sales
Channel

Lycatel Existing Customer Base



Challenges for Wholesale Partners



REVENUES



Thank You



Call the world for less