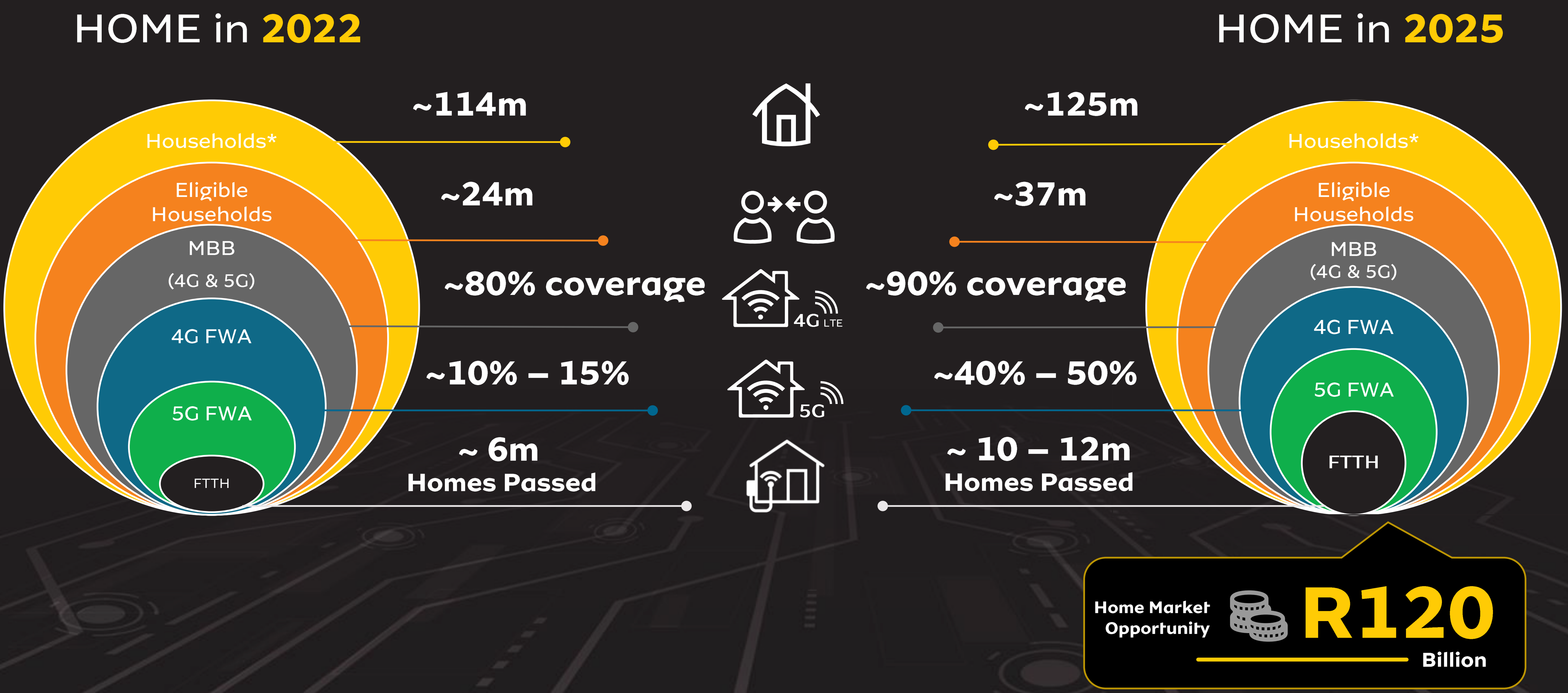
MTN

# Own the Home

## Winning with MTN Home

# Our view of the market and how we quantify it

*The home opportunity explained (6 Key Markets^)*




^ Nigeria, South Africa, Ghana, Uganda, Cameroon & Cote d'Ivoire.
* Source: Fitch solutions

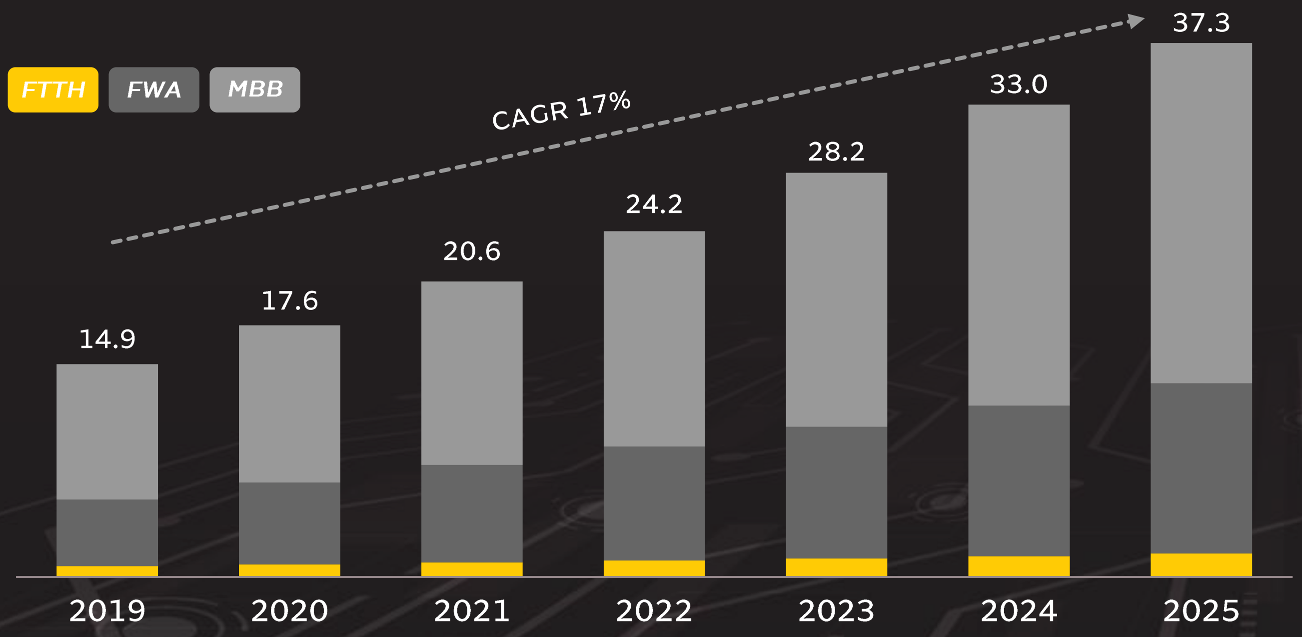
# Our view of the market and how we quantify it (cont...)

*The home opportunity explained (6 Key Markets)*

The MTN opportunity across the earmarked 6 markets amounts to **37m** subscribers by 2025

Capture the opportunity through **portfolio offering that covers different technologies and needs**

Home Subscribers (m)




MBB^  ASPU between $3-$10

FWA^^  ASPU between $10-$20

Fibre  ASPU between $20-$40

Source: Based on Nigeria, South Africa, Ghana, Uganda, Cameroon & Cote d'Ivoire. World Inequality database, Ovum research, Fitch research.
ASPU: Average spend per user
^MBB: Mobile Broadband
^^FWA: Fixed Wireless Access

# Ambition 2025 execution

*'Own-the-home' ambition has garnered momentum as we continue to leverage the home segment in key markets.*

~8m organic subscribers (significant growth in Nigeria) & ~2m through inorganic (specifically South Africa) by 2025.

### 2021

- 1.69m subscribers
- Base technology mix (MBB: ~87%, FWA ~10%, FTTH ~ 3%)

### 2022

- 2.36m subscribers
- Base technology mix (MBB: ~80%, FWA ~17%, FTTH ~ 3%)

### Ambition 2025

- 10m subscribers
- Share between MBB, FW & FTTH likely to change as we optimise and carefully watch the demand

# Our key markets and the evolving competitive landscape

*Underdeveloped markets in Nigeria & Ghana provide an opportunity for home deployment.*

*Home acceleration mainly through wireless (MBB & excess FWA) while FTTH is still developing.*

**South Africa**

- Developed fixed & FTTH market in medium & high-income households
- Mid-affluent suburban towns still have potential of home deployment
- Competitive market with significant consolidation underway
- To address the market, we are exploring inorganic opportunities

**Nigeria**

- Attractive, nascent market with whitespace in affluent cities
- Continue to push 5G while we explore the FTTH business which is nascent.
- Focus on key cities (Lagos & Abuja) via co-development partnerships

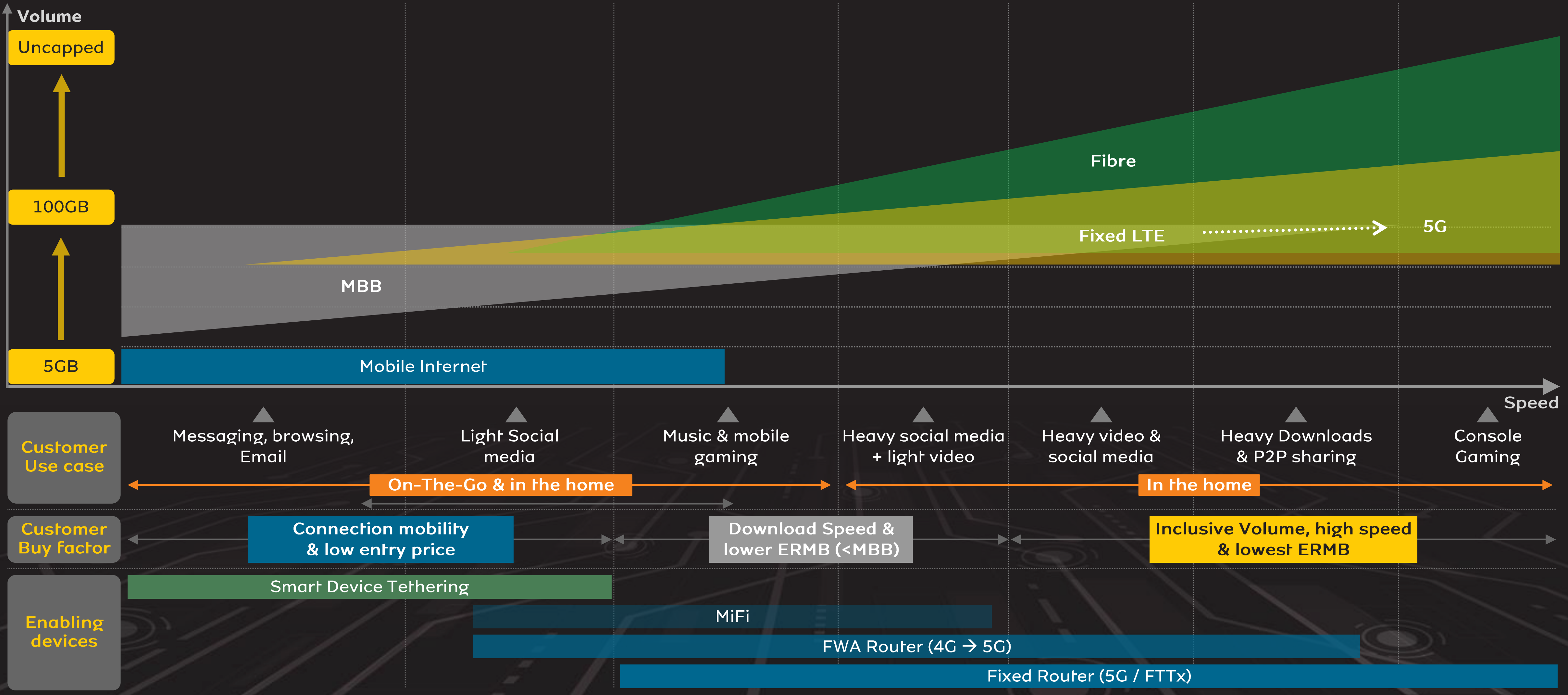
**Ghana | CDI | Cameroon I Uganda**

- Blue sky markets for fibre expansion
- Actively exploring fibre investment / co-investments / partnerships
- Easily accessible & widely available plug-and-play FWA solutions drive the fixed broadband markets

# Use Cases and Technology

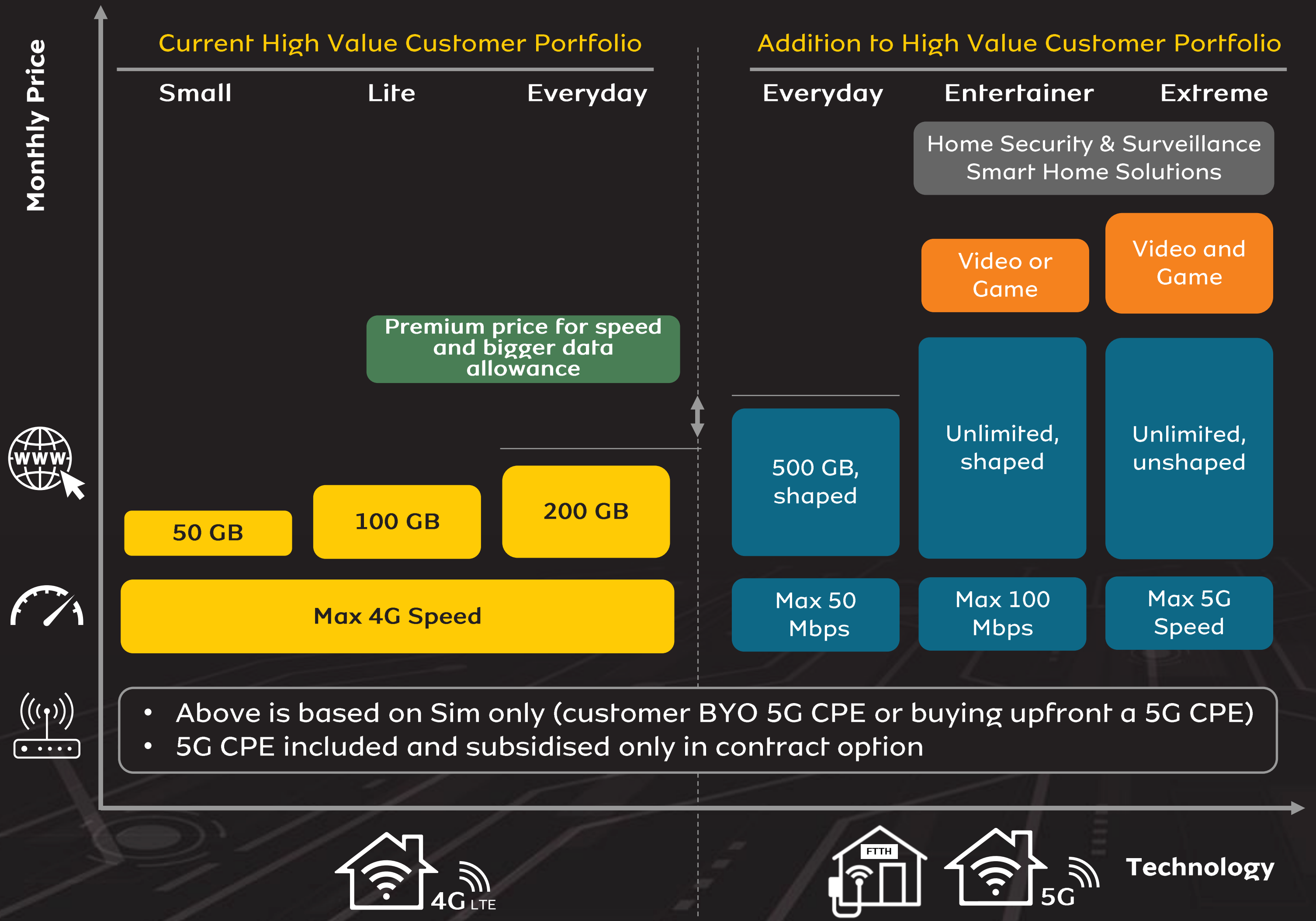
# Internet usage segmented into different consumer use cases optimising for volume, speed and mobility requirements

*Conceptual overview of volume vs. speed across broadband portfolio*



# Propositions as we go forward

*Separate 5G Home portfolio differentiating on speed & services for value accretion, similar to eMBB, with an unlimited data option on the top end. Opportunities include connectivity, smart capabilities & convergence.*




## Premium Pricing

- Higher price point vs LTE-FWA to ensure value accretion on the higher speeds and rich services offered i.e., not merely a swap-out of LTE-FWA.

## Limited to unlimited usage

- Strategic decision to offer uncapped data usage on top two offerings, extreme & entertainer.
- NB: Traffic to be shaped on entertainer & everyday offers to protect network capacity and prevent dilution of revenue, maximising cost savings.

## Super premium bundles

- Local & popular services would be bundled to generate value accretion from 5G (vs 4G) similar to eMBB.

# FWA and FTTx technologies being considered by MTN

| | Mid-band (1 GHz – 6 GHz) | | | High-band (24 GHz – 48 GHz) | FTTx |
|---|---|---|---|---|---|
| **Type** | **4G licensed lower mid-band** | **5G licensed upper mid-band** | **Unlicensed upper mid-band** | **5G mmWave** | **Fibre** |
| **Typical download peak speed In Mbps** | • Low – 10 up to 100 | • Fast – 200 up to 1000 | • Medium – 100 up to 350 | • Very fast – 1000 to 2000 | • Very fast – 1000 to 10000 |
| **Capacity** | • Capped | • Capped / Uncapped spectrum dependent | • Uncapped | • Uncapped | • Uncapped |
| **Typical coverage area** | • Medium – 1 up to 2 km of suburban area cell range | • Medium – 1 up to 2 km of suburban area cell range | • Good – 2 km up to 8 km of suburban area cell range | • Poor – Usually only 00-300 m of cell range | • Dependent on Fibre footprint in the area |
| **Deployment strategy** | • FWA can serve as a bridge in urban areas & an investment in suburban & rural areas.<br>• Monetise excess capacity on 4G & 5G. | | • FWA as a standalone network investment. | | • In high demand concentrated areas |

# Operational capability augmentation

*We are building significant operational capabilities as well as network capacity in wireless and significant exploration in fixed connectivity to support our ambition.*

### Teams

- Dedicated commercial & technology teams
- Call centre & customer service (*separate agents*)

### Customer Experience / Expanded Channels

- End-to-end online customer journeys (*sales & service*)
- Sales Channels expansion (*e-shop, tele-sales & dedicated sales squads*)

### Reverse Logistics / Churn Management

- Collect, Refurbish & Reinstall CPEs
- Customer profiling & base management

# Summary and conclusion

# Key takeaways

*We continue to deploy an integrated technology approach & incorporate content offers on HOME*

1. We are targeting ~30% Market Share in the 37m homes market by 2025
2. We aim to drive Home portfolio adoption in the markets leveraging fixed-mobile convergence to protect and grow the MTN high value base and capture the customer's full connectivity spend
3. We dynamically adopt best access technology and have a commercial model that is flexible relative to the relevant local conditions
4. Key markets across our footprint are developing tailored strategy due to differing market dynamics and conditions around home density, availability of spectrum and reserve capacity
5. In anticipation of data consumption growth and reduction in deployment costs; we are running FTTx POC's in four markets
6. Fibre is a nascent opportunity (except South Africa), the emerging market developments in Southeast Asia & Latin America have informed our activity in this area

# Thank you