BUILDING BRIDGES – UPDATE ON 4IG GROUP'S PRO-INVESTMENT WESTERN BALKANS GROWTH STRATEGY

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NEARLY THREE DECADES OF SUCCESS



2005-2007

1994 Establishment predecessor **BankSoft** companies

Acquisitions of Humansoft. AXIS, BigFish, MoolTech,

2018-2019

- · The merger of subsidiaries
- Ownership acquisition of Gellért Jászai
- Growth strategy

2020

- Acquisitions of TRC, DTSM, Poli PC, INNObyte
- Foundation of CarpathiaSat

2021

- Entering the telecoms market
- Entering the international market with the acquisition of One Crna Gora
- Invitech, HDT, ACE Network **R&C** acquisitions
- Rheinmetall AG strategic agreement to acquire 25% stake

2023

- Vodafone Hungary acquisition closed
- Legal merger of Albanian subsidiaries, launch of ONE Albania brand
- Increase of Spacecom stake to 20%

2004 **BSE** listing 2014

Launch of the 4iG brand

2019

The shares were moved to the BSE **Premium** category

2022

- · Antenna Hungária, DIGI, ALBtelecom, One Telecommunications, Brisk Group, Spacecom acquisitions
- Rheinmetall-4iG JV: R4
- Integration of telecommunications companies

4IG GROUP ROLE IN WESTERN BALKANS

4G

- Become the main regional driving force of boosting investments and digital competitiveness in Western Balkans and Hungary
- 4iG Group's demonstrated pro-investment attitude in Albania and Montenegro (2x spectrum auctions, the only MNO that drives true 5G C-band rollout)
- 4iG Group has been playing proactive, pro-competitive role in the WB-EU Data Roam Like at Home process – building bridges
- EU Commission recent Albania EU integration report endorsed the digital progress of the country, improvement of mobile networks
- 4iG Group aims to create the most competitive converging IT-Telecommunications infrastructure and digital service offerings for the region's consumers, businesses and governments



ALBANIA UPDATE: CONVERGENT MARKET LEADER VIA CONSOLIDATION



1. Strategic Synergies

Becoming the leader of the Albanian telco market will contribute to the digital development and transformation of the country, as well as for strategic cooperation and strong synergies



4. FWA as complement to FTTH

Stimulating inter-model competition (FMS) in home connectivity: in Albania 4G HomeNet is very attractive alternative even to FTTH. Freedom of choice and benefit of mobility.



Cost (Opex) saving consolidation synergies are reinvested into site grid densification, upgrades of active equipment and 5G ready features



Market Consolidation

5. More satisfied CX

Improve Customer experience by providing better customer experience and solution oriented More efficient use of scarce spectrum resources, higher end user throughputs, more robust coverage and performance



Benefits in the market by introducing new services, improving the quality and coverage of ONE mobile network and more importantly – introducing affordable unlimited voice and unlimited data tariff plans



6. Expand CRS initiatives

Make a big impact in the society by enhancing CSR projects and initiatives



ALBANIA UPDATE: PRO-INVESTMENT FOR CONSOLIDATION AND NETWORK DEVELOPMENT



Jan - May 2023

Oct 2022 - Feb 2023

April 2023

Mar - April 2023

Oct 2023 - Apr 2024







Spectrum consolidation

Merge of mobile holdings yielding cost and capacity benefits, enabling synergies from commercial use of cases; return/transfer of excessive spectrum to create balance and keep competitiveness among the MNOs; opportunity to complete spectrum reshuffling.





Network upgrade

ONE's network prepared for increased customer volume through transfer of fibre backhauling to ONE sites. SW upgrade of existing ONE sites on LTE bands, adding a 4th layer in LTE2100 and HW equipment in selected ALB sites



Full cutover

8th April 2023 was cutover date ~ 300k ALB active mobile customers transferred to ONE network, while keeping SIM and MSISDN and NP prefix to minimize customer impact; unique experience with 98% success ratio











Best Mobile Network

Largest mobile network created by consolidating ALB infrastructure into ONE network, offering increased capacity. coverage and improved fibre backhauling; awarded Best Mobile Network by Omnitele: ranking at Top-Nordics operator's performance

Rural network upgrade

Expansion of network capacity on rural areas enabling LTE900 to allow for increased Mobile Broadband and FMS (HomeNet) capacity to support increased demand and build bridges between urban and rural development

ALBANIA UPDATE: REBRANDING



LEGAL NAME

One Albania (Legal name) Message: "Now we are One"

January 1st, 2023



- PR coverage
- Digital communication
- Social media name changed
- · Co-posting in social media
- Unification of social media channels



PRE-LAUNCH

Showing skepticism – New logo

March 3rd 2023

Pre-launch interviewing different target groups by showing their skepticism about the change of One & ALBtelecom, to the new One Albania brand. Invite everyone to share their doubts by joining the conversation.



LAUNCH

Big Launch - EVENTS

Mass campaigns

March 14th, 2023

14th of March it is a traditional Day in Albania which symbolize the launch of the Summer.

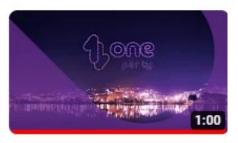
3 events took place during this day sponsored by One Albania:

- 1. Main square concert during the day. Family target group.
- 2. DJ "Street Party" afternoon with young target groups
- Main Drone show event at the Lake of Tirana. Shooting of the brand Image campaign during the show.

March 23rd, 2023

Manifesto/Brand Campaign

Main message: "Thank you Albania, for your doubts and skepticism, because of you we become better. One, for you."



Three Product campaigns with tangible RTBs for each product.

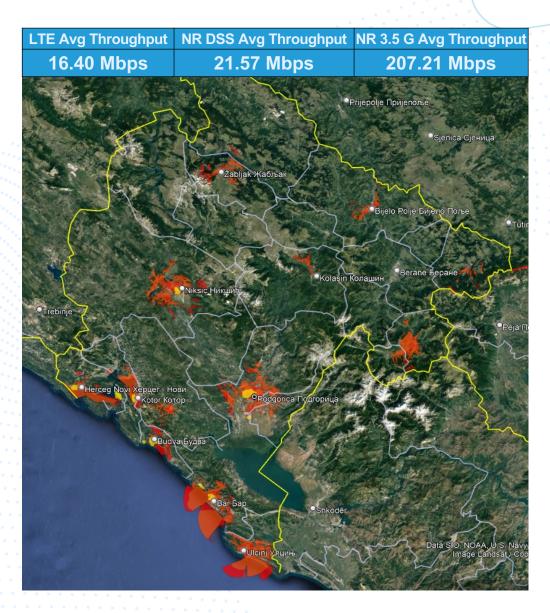




MONTENEGRO UPDATE: LEADING 5G INVESTMENTS



- 4iG demonstrated pro-investment strategy in Montenegro by
 2 x spectrum investments and leading C band 5G network
 - (15+20)MHz in 2600MHz, (120+20)MHz in 3600MHz, and 10MHz in 700MHz
- One Montenegro 5G network development plan is based on deployment of high-capacity NR 3600 network and expanding 5G coverage with 1800/2100/2600 MHz (DSS), while 700Mhz is intended for future 5G use
- Ambitious plan to deploy up to 100 5G base stations till end of 2023 (NR 3600 + NR DSS)
- 5G Coverage is steady growing, 60% of population with focus on high-capacity NR 3600 coverage
- 5G enabled devices are key enabler for network utilization
 - 92 thousands devices enabled for 5G
 - 5G traffic already overtook 3G traffic
 - NR 3600 BS in average carries about 16% of site data traffic



SUMMARY



- Small and typically lower ARPU markets are sub-scale for 3 independent parallel very high capacity and dense 5G networks, especially for SA (standalone) technology. This is challenging investment case in large European markets, but even more in the region
- Consolidation enabled very high capacity and robust, mass-affordable 4G connectivity in urban areas
- Progressive, consumer friendly mobile data monetization approaches in economically sustainable manner, unlimited volume mobile data packages at mass affordable price points in Albania
- Helping to close the urban-rural digital divide (LTE900 layer investments in rural Albania, 700 MHz layer rollout in Montenegro) – building bridges
- Albania success story: consolidated 4G network is on pair with northern-European performance level (Omnitele benchmark)

