

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

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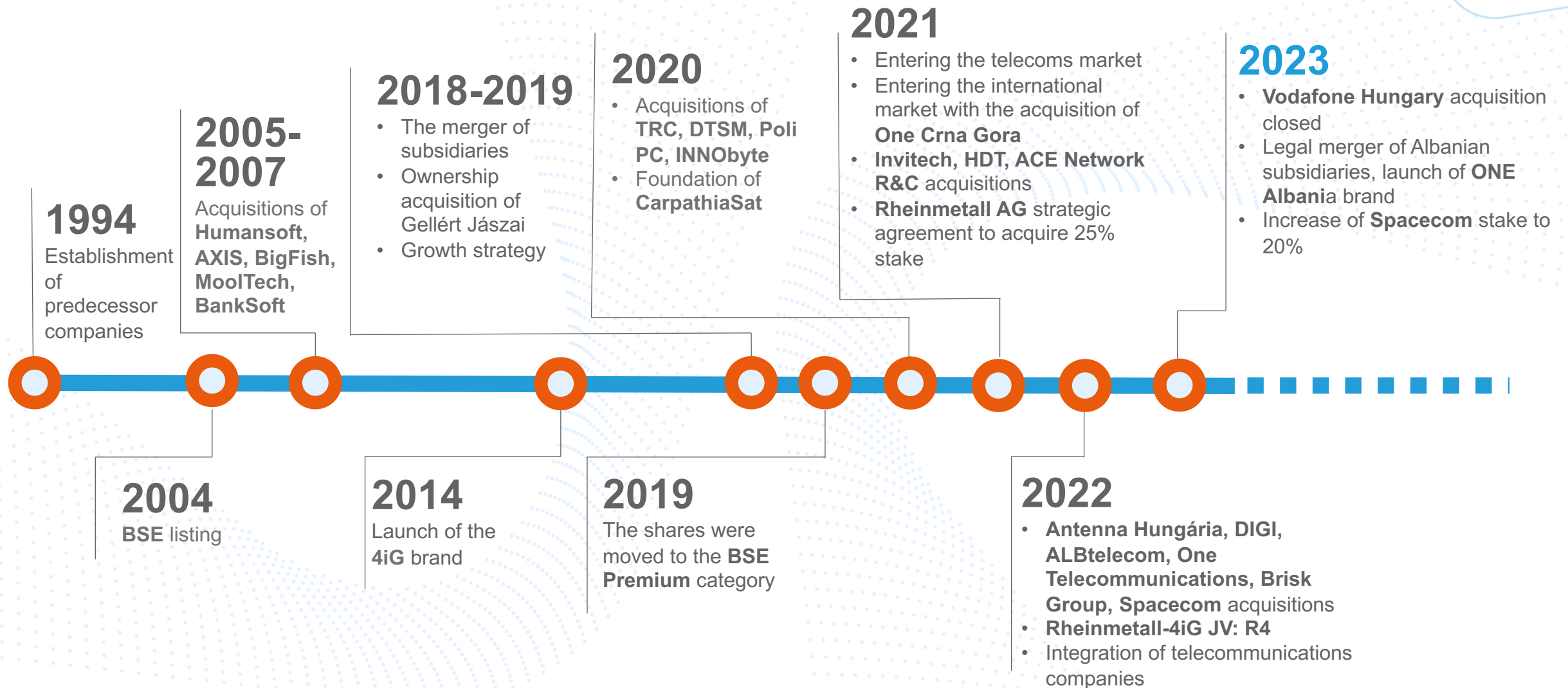
CEO – One Albania

International conference on current and future regulatory challenges, harmonisation with the European regulatory framework

Budva, Montenegro
28-29 September 2023

- 1** 4iG Group's strategy and role in Western Balkans
- 2** Albania Market Update: market leader via consolidation
- 3** Albania Network Update: spectrum consolidation, network consolidation, best service quality, rural investment
- 4** Montenegro Update: leading investments in real 5G over C-band
- 5** Summary of positive impacts from 3-to-2 market consolidation

NEARLY THREE DECADES OF SUCCESS



4iG GROUP ROLE IN WESTERN BALKANS

- 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

2. Technology investment

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

3. Attractive and simple service

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

4. FWA as complement to FTTH

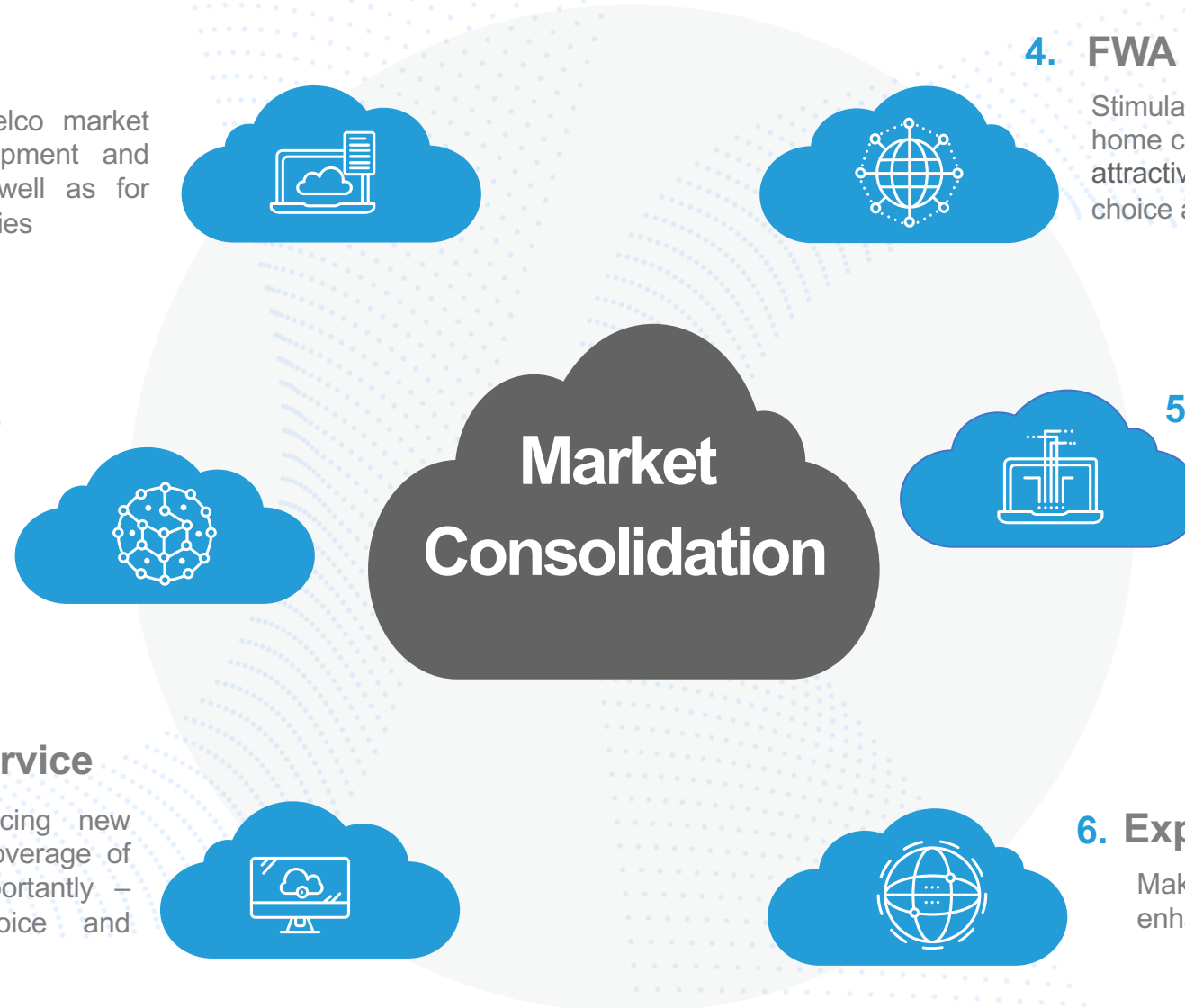
Stimulating inter-model competition (FMS) in home connectivity: in Albania 4G HomeNet is very attractive alternative even to FTTH. Freedom of choice and benefit of mobility.

5. More satisfied CX

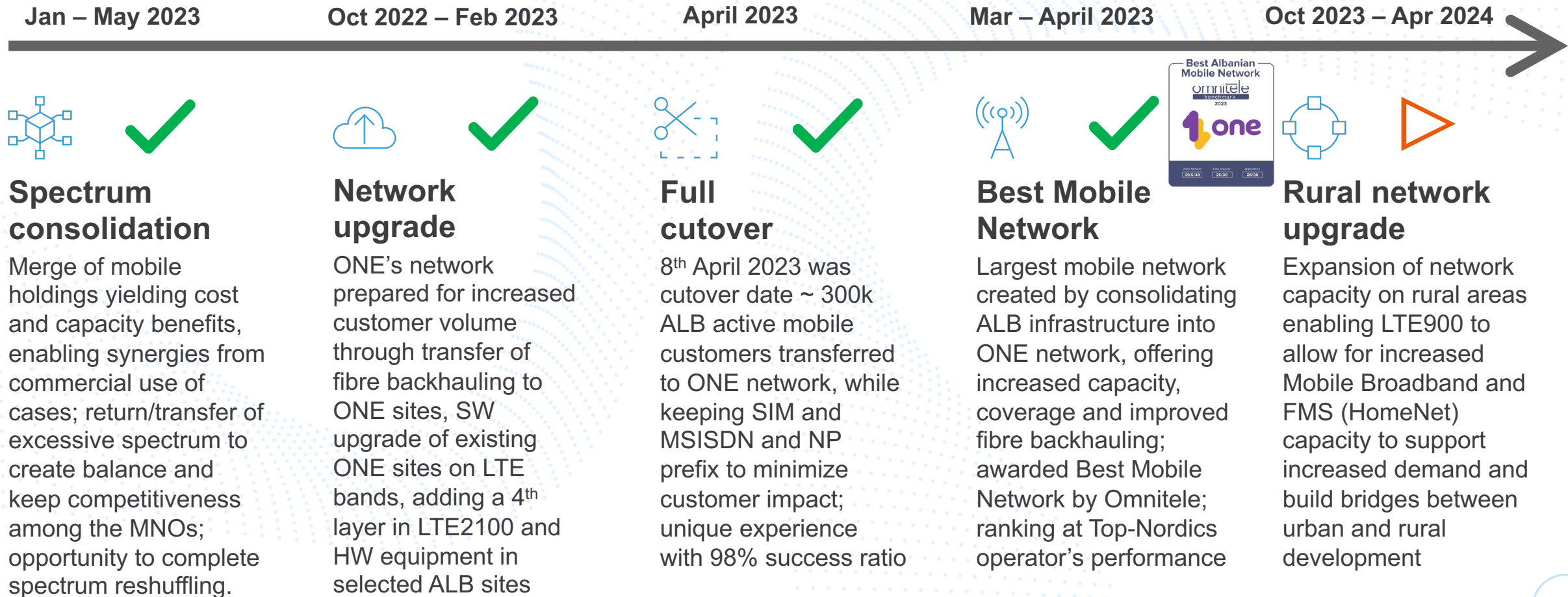
Improve Customer experience by providing better customer experience and solution oriented. More efficient use of scarce spectrum resources, higher end user throughputs, more robust coverage and performance

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



ALBANIA UPDATE: REBRANDING

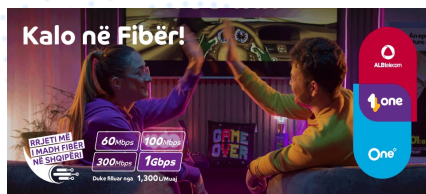
LEGAL NAME

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

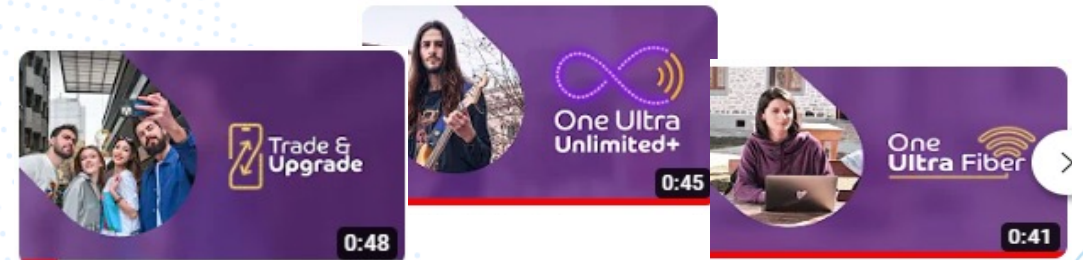
Mass campaigns

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
3. Main Drone show event – at the Lake of Tirana. Shooting of the brand Image campaign during the show.



March 23rd, 2023

Manifesto/Brand Campaign

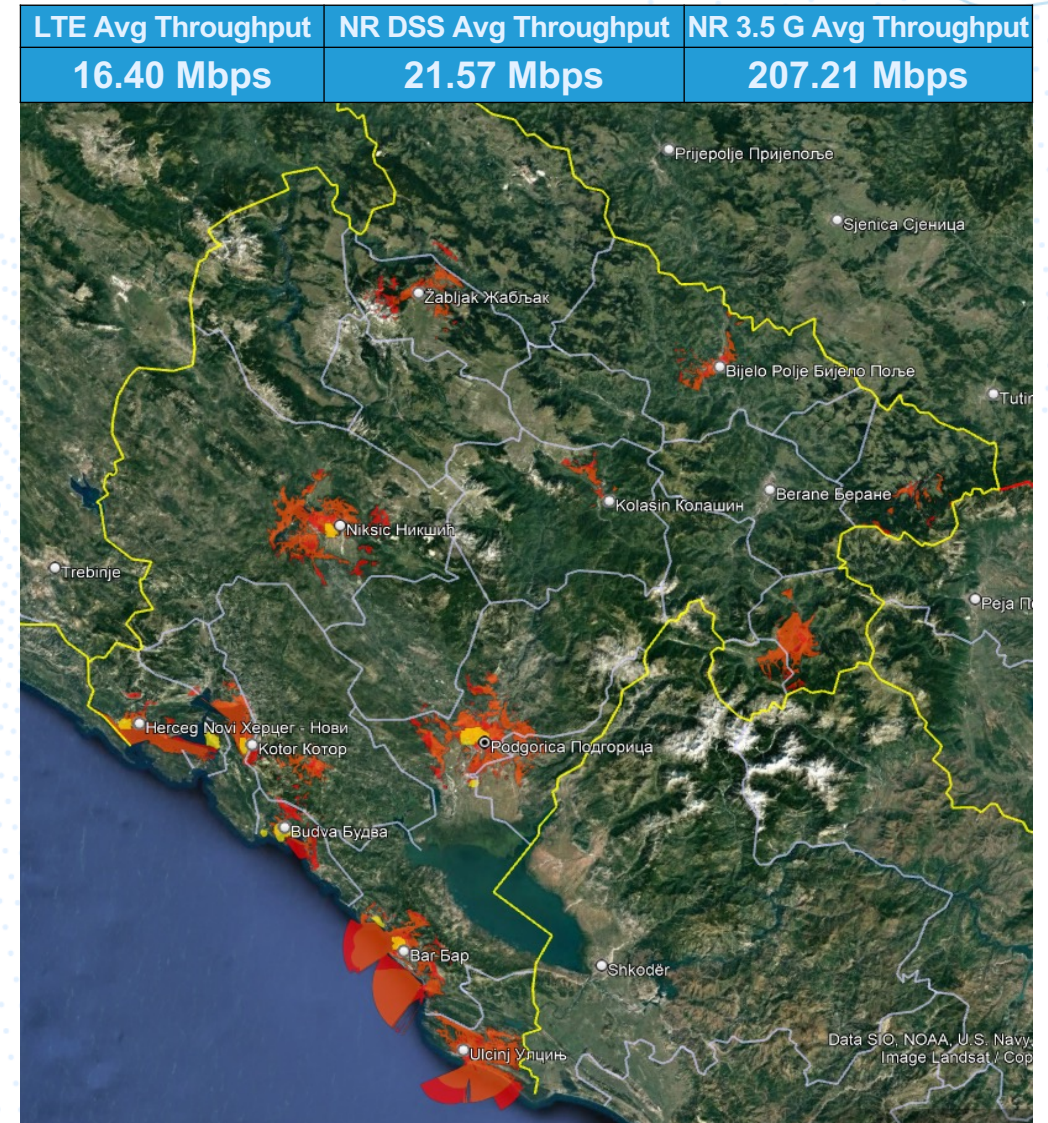
Main message: "Thank you Albania, for your doubts and skepticism, because of you we become better. One, for you."



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 par with northern-European performance** level (Omnitele benchmark)

**THANK YOU FOR
YOUR ATTENTION!**