

La información contenida en este documento pertenece a Value Partners Argentina S.A. y al destinatario del documento. La información se relaciona exclusivamente con los comentarios orales y se puede utilizar exclusivamente por quienes asistieron a la reunión. La copia, publicación y distribución no autorizada de este material son practicas estrictamente prohibidas y pueden ser ilegales.



I I R S A

Inter-American
Development Bank

South American Roaming Regional Study

Project presentation document

Buenos Aires, July, 2008

Contents of the document

- **Presentation of Value Partners/Imobix**
- Context and objectives of the project

Value Partners



100% control



- **An international player**
Offices in 12 countries, established presence in the fastest growing markets
- **A strong team of professionals**
3000 professionals, 55 partners, 25 nationalities
- **An excellent track record**
~ € 400 million revenues in 2007
- **A large and loyal customer base**
Over 350 clients served in the last three years
- **The worldwide leading TMT (TLC, Media and IT) practice**
- **A leading-edge know-how in business-critical applications** and IT services

Value Partners group has 14 offices distributed globally, with strong presence in high-growth markets...

Americas

EMEA

East/Asia Pacific



...serving leader clients of the main industrial sectors...

Some of the clients served in the last years

Industrial & Consumer goods



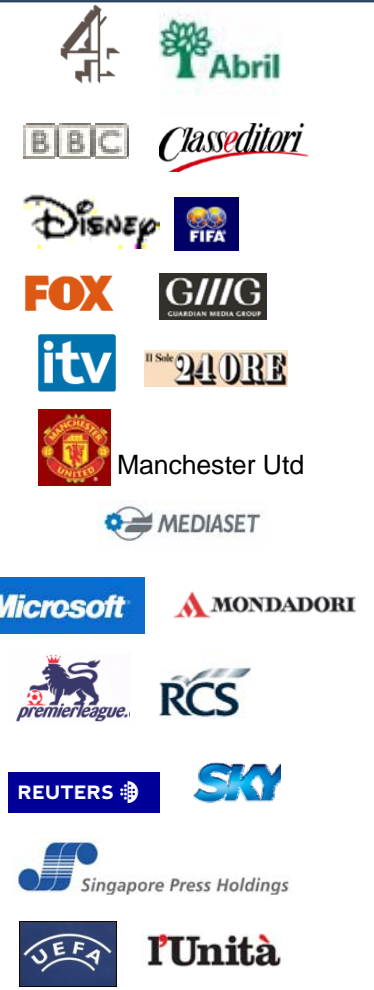
Telecommunications



Financial services



Media & entertainment



VALUE PARTNERS



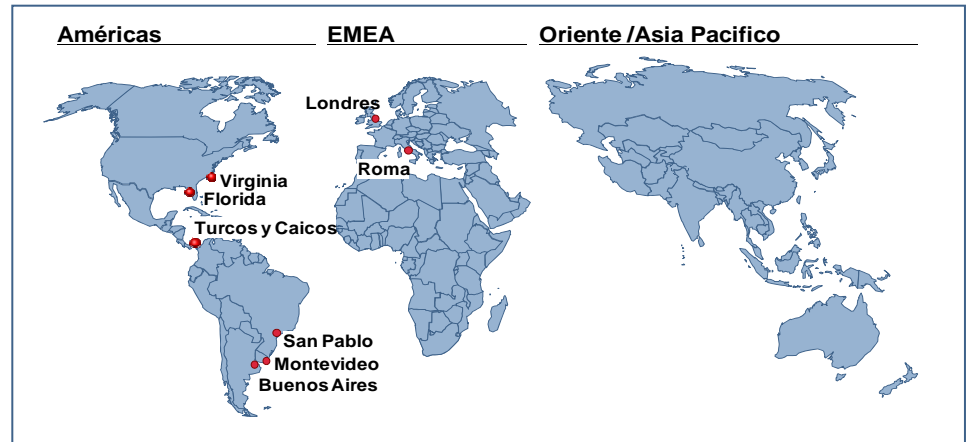
... and keeping a strong focus in creating value for our clients

- Not only do we deal with the strategy, but also with those aspects that are strategic for our customers
- We are independent
- We establish long-term relationships: about 60% of our clients have been with us for over 8 years
- We share risks and responsibilities with our clients
- We value and generate on-time and action-oriented recommendations
- We participate actively with our clients

IMOBIX

- Founded in 2005
- 20 employees and 30 consultants in over 10 countries
- Experts in the mobile industry with focus on the roaming the area
- Roaming projects from Strategy to Implementation
- Pioneers in Roaming Test Drive consultancy
- Leaders in end-to-end solutions for roaming management (including QoS, IREG/remote Tadiq, outsourcing)
- Experience with CDMA and GSM
- Professional participation in:
 - GSMA (GMSA)
 - GRQ (GSM Global Roaming Quality Group)
 - AHCiet (Iberoamerican association of Research Centers and Telecommunications Companies)
- Strategic alliances with:
 - Syniverse Technologies
 - Pixip.net GmbH
 - Regus Group (international business centers)
 - Leydefyl S.A.

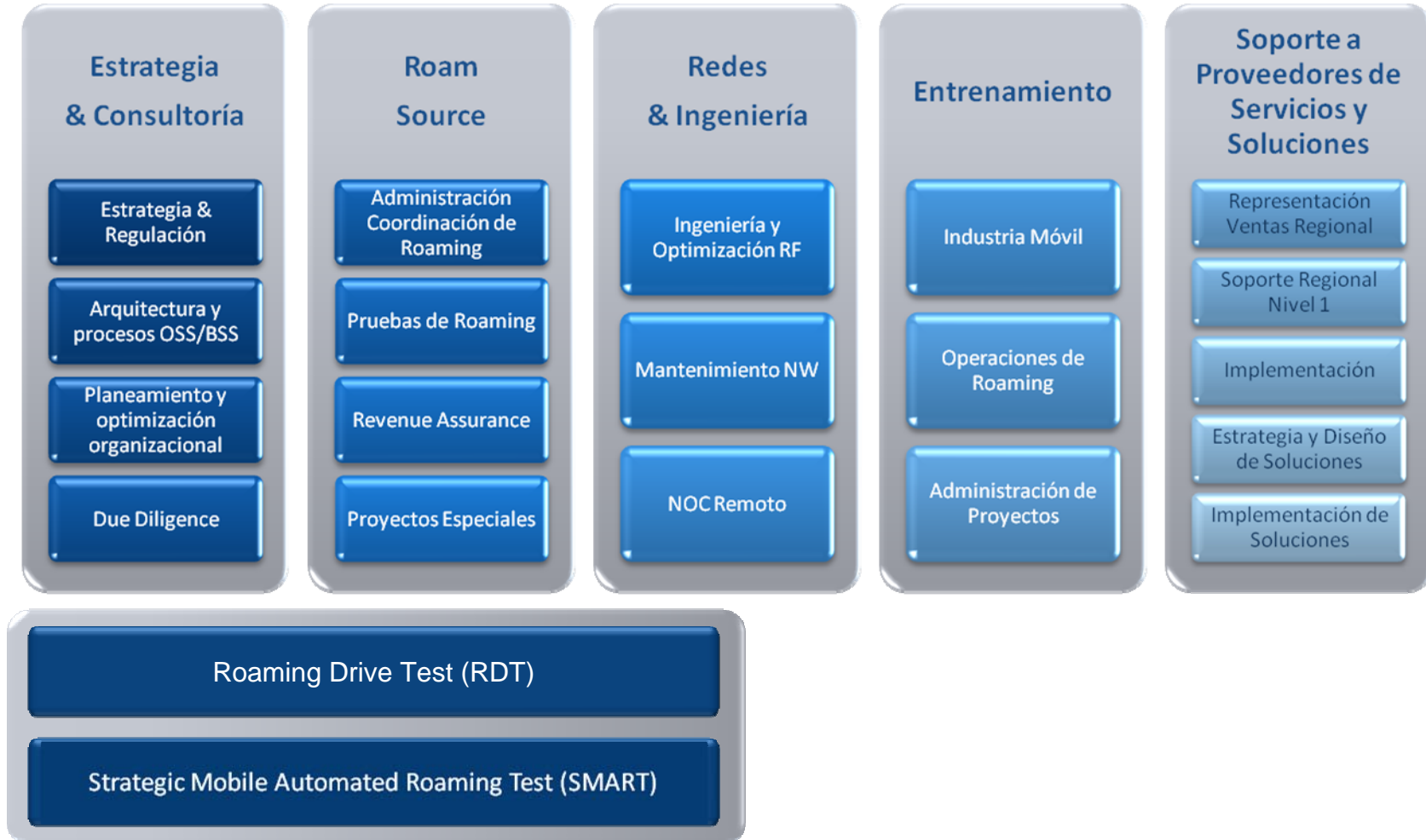
Allocation of our offices



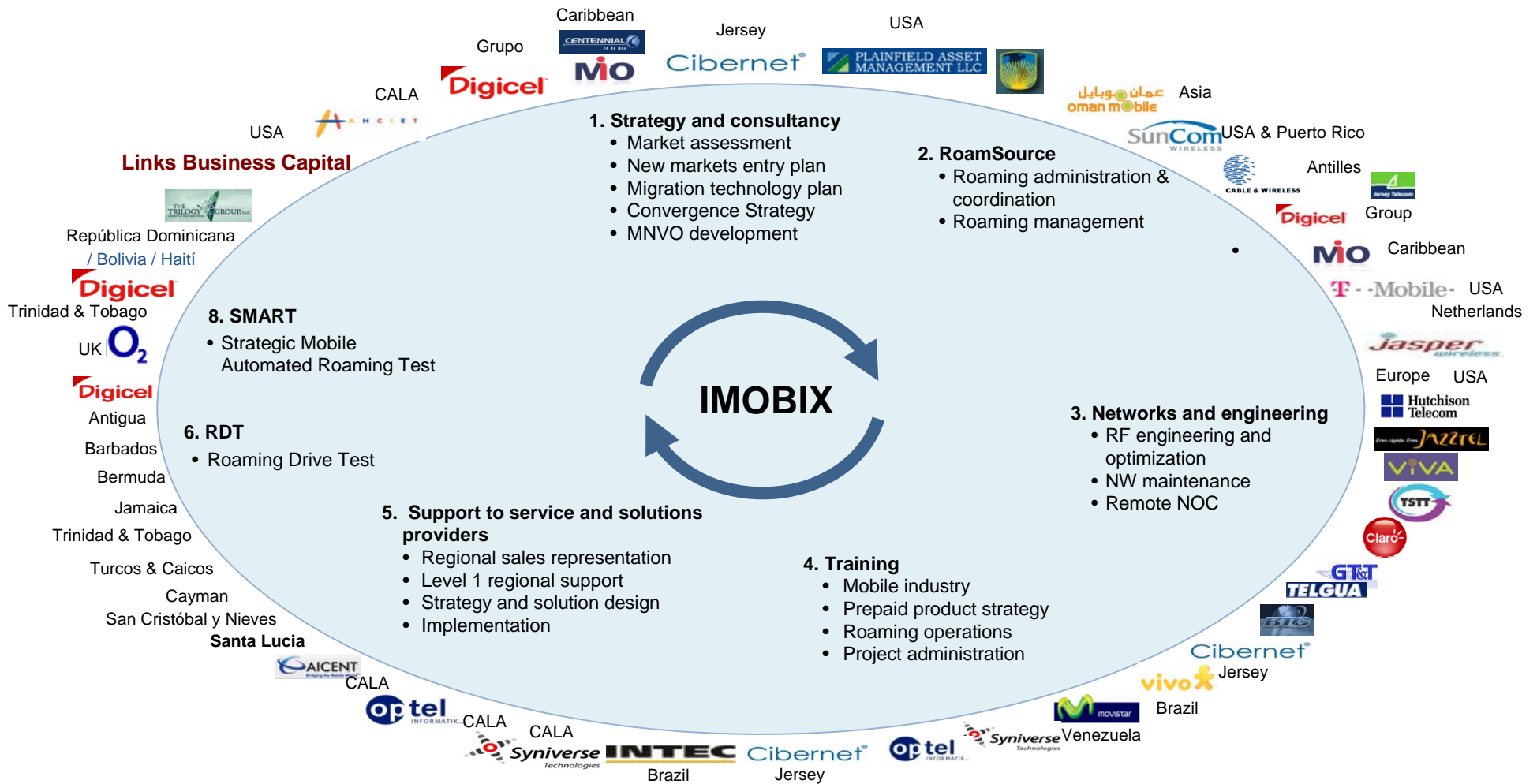
Some of our clients



Imobix offers many services throughout the whole mobile industry value chain...



... serving a diverse portfolio of global clients including key Latin American operators



Contents of the document

- Presentation of Value Partners/Imobix
- **Context and objectives of the project**

The South American Roaming Agreement Implementation project was generated by an IIRSA initiative

IIRSA initiative (South American Regional Infrastructure integration)

- **September/2000: Creation of the IIRSA initiative** during the meeting with 12 South American countries presidents:
 - Its main premise is the integration of **South American physical infrastructure** as a key factor for promoting **economic growth** in the region
 - Its **Initial mandate** is for **ten years** (2000-2010)
- **November/2004: Definition of the consensual implementation agenda (AIC)** by IIRSA's Executive Steering Committee (CDE) with:
 - **31 priority projects** to be implemented before 2010...
 - ...among them, the **South American Roaming agreement implementation**

Project "South American Roaming Agreement Implementation"

- **Included in the AIC, based on the successful experience of the Brazilian Roaming Association (ABR)**
- **Project motivations:**
 - **Creation of competitive roaming markets** in the South American region, to improve:
 - . Pricing
 - . Quality
 - . Coverage
 - **Need for regulator regional coordination of the countries involved** for its implementation
- **BID proposes the Regional Technical Cooperation (CTR) RG-1302** within IIRSA's Technical Coordination Committee IIRSA (CCT)
- **March/2008: IIRSA-CITEL workshop** on "International Roaming Services for Mobile Telecommunications"

During the March/2008 IIRSA-CITEL workshop, the main aspects to be considered for a South American Roaming Agreement were defined

Most important aspects highlighted by participants

IIRSA-CITEL Workshop (March/2008)

- Participation by regulators, telecom operators and associations from 18 countries
- Open debate panels work dynamics

Need to confirm the premises surfaced in the workshop during the project

Economics

- **Demand: lack of knowledge of the roaming and market potential** drivers by the operators
 - **Elasticity** of demand and opportunities for lower prices
 - Impact of **tourism**
 - **Behavior and perception** of roamer
 - **Offer: maintaining prices despite cost reductions** due to:
 - **Reduction of international long distance tariffs**
 - **Regional concentration operators**, with it's associated **IOT* price decrease**
 - **Use of alternative technologies** (e.g. VoIP, call back)

Taxes

- **Heavy taxation** over roaming services, becoming a **main cost component** to provide service
- **Difficulty of implementation** in South America:
 - **Agreements to avoid double taxation**
 - Tax clause of the **Melbourne International Telecommunication Regulation**

Legal/Regulatory

- **Lack of effective legislation against fraud** in all countries
- **Need for regulator coordination** for:
 - Implement **roaming common rules**
 - **Leverage integration and free trade treaties** initiatives

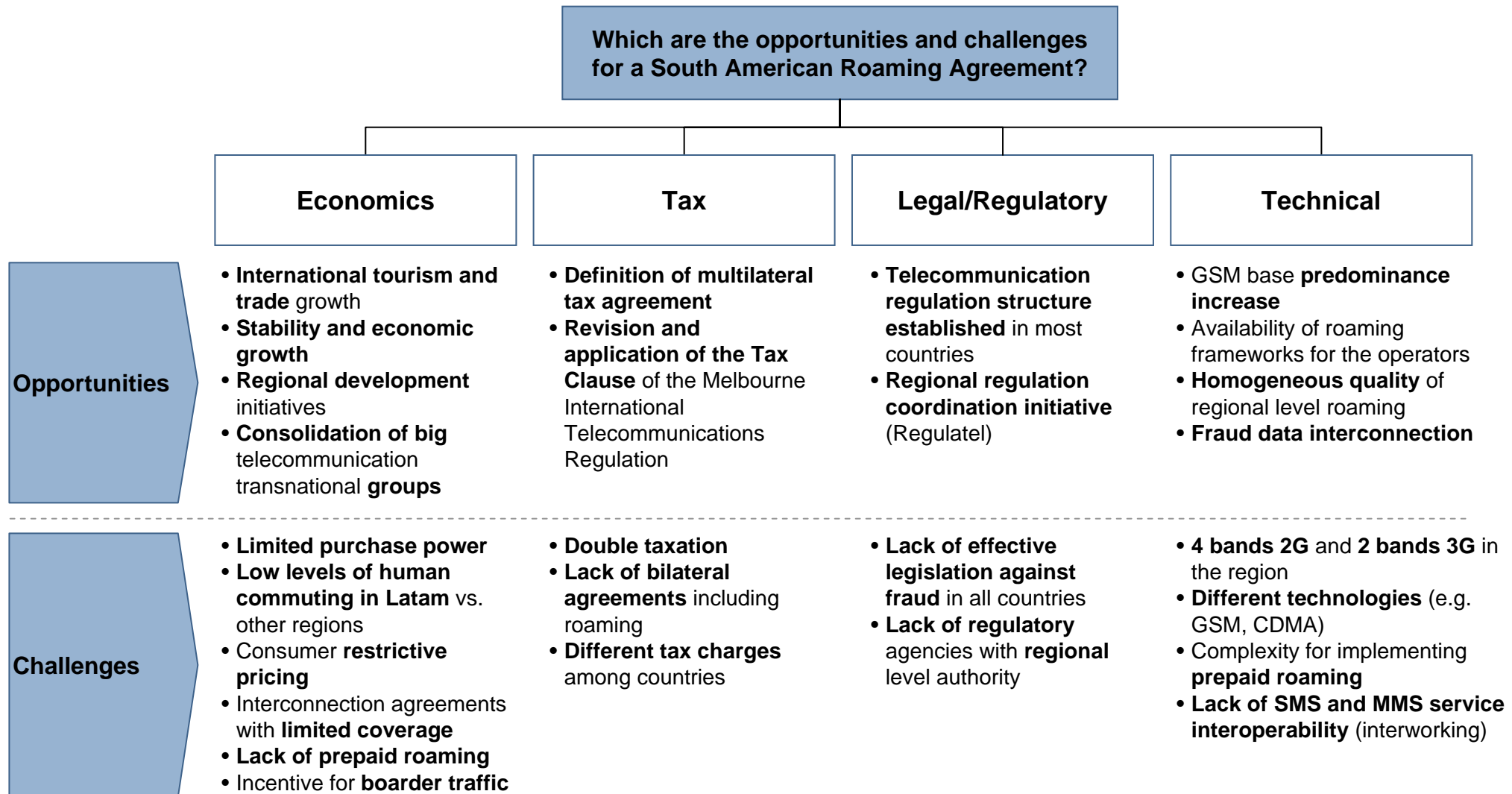
Technical

- **Technical development skill for anti-fraud measures gap:**
 - Operators' **technical and organization training**
 - **Coordination within operators** (e.g. alarms, black lists, stolen equipment record, field investigation programs)
 - **Elaboration of fraud prevention processes** with support of CITEL and GSMA
- **Need for more interoperability and quality, requiring strengthen of coordination and cooperation** among operators over **patterns of interconnection**

* Inter Operator Tariffs

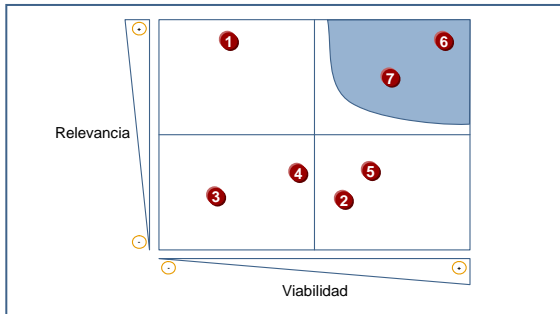
Objectives of the project:

To identify opportunities and challenges for a South American Roaming Agreement...



... defining a viable action plan discussed with interested players

Viability and importance analysis



- After analyzing **viability** and **relevance**, initiatives will be **prioritized** according absolute impact

Evaluation of key actors position



- **Opinion polls** of the representatives of the following players
 - Regulatory agencies
 - Mobile operators
 - Telecommunication associations
 - Service providers
 - Consumer associations

Elaboration of an Action Plan

Entidad	Actividades a Realizar	Mes 1	Mes 2	Mes 3	Mes 4	Mes 5	Mes 6	Mes 7	Mes 8	Mes 9	Mes 10	Mes 11
Estados Unidos	2ª ETAPA ESTADIA - Congreso 2004 - under 2ª y 3ª											
	China en poses 2ª y 3ª Congreso 2004											
	Multimedia Interactiva 4ª y 5ª Congreso 2004											
	2ª ETAPA ESTADIA 1ª y 2ª y 3ª Congreso 2004											
Belgium	Multimedia Interactiva Congreso 2004											
	China Interactiva Congreso 2004											
Austria	China Interactiva Congreso 2004											
	China Interactiva Congreso 2004											
Canada	Multimedia Interactiva Congreso 2004											
	China Interactiva Congreso 2004											
Mexico	Multimedia Interactiva Congreso 2004											
	China Interactiva Congreso 2004											
Chile	Multimedia Interactiva Congreso 2004											
	China Interactiva Congreso 2004											
Gulf	China Gulf 1ª y 2ª											
	Multimedia Interactiva Gulf a optimizacion											
	Multimedia e Gulf											
	Asociacion Interactiva en Interactiva											

- Definition of **activities, responsible, terms, milestones**
- **Communication strategy** with key actors
- Definition of **key success factors** for the initiatives implementation