



La Conference Internationale sur la Regulation Tunis Mars 2018



Connecting communities
around the world since 2006.



Who we are

- For us, it all started with the belief that no matter how far people venture, they should always be able to connect with their family and friends back home.
- Lycamobile was founded in 2006, but since then a number of other businesses have been created, leading to the establishment of Lyca Group. All businesses share the same aim - to connect communities across the globe.
- We now offer products and services across Telecommunications, Entertainment, Travel, Healthcare, Media, Technology, Financial Services, Marketing and Hospitality.
- Our core values of trust, accessibility and connectivity run across all our businesses.

A new customer joins
our Group every second.



Group aims

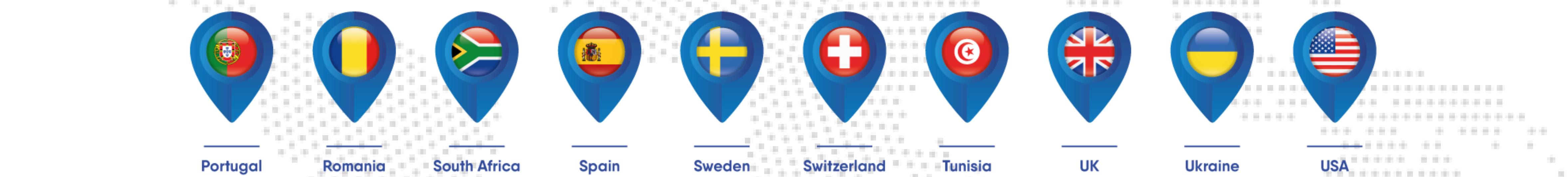
- The Lyca Group will become synonymous with trust, accessibility and connectivity.
- A Lyca Group product or service will be available anywhere in the world.
- We will diversify our sector offering even further so that no matter what people need to feel better connected, Lyca can help.
- Lycamobile will become the largest operator in the mobile sector.
- Lyca's Gnanam Foundation will continue to develop to ensure support is provided to displaced and vulnerable communities worldwide.



Lycamobile key facts



Lycamobile has grown significantly over the course of 11 years. We now have over 15 million consumers, and have partnered with some of the world's leading businesses, recruiting some of the best talent available on the way.

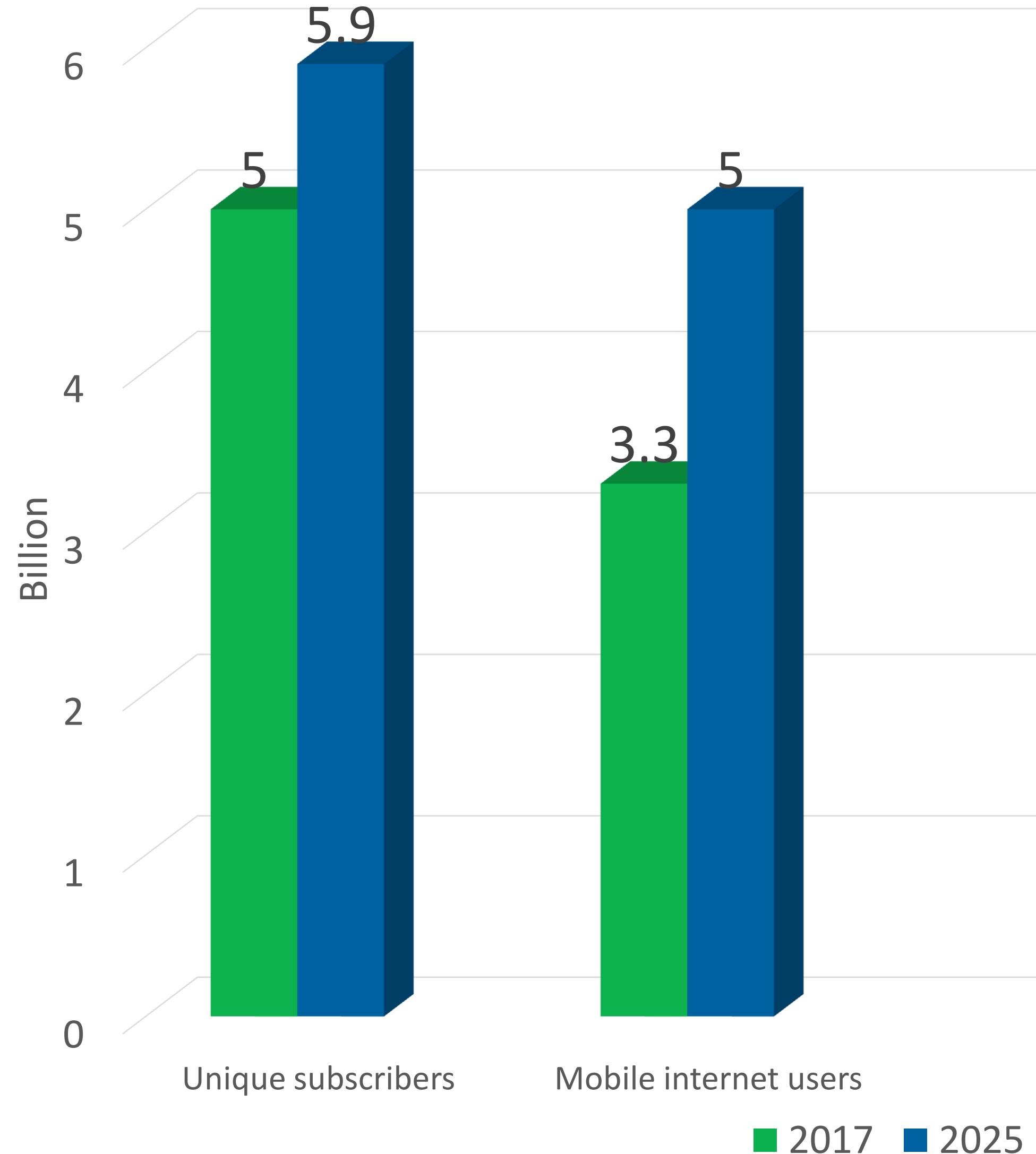


Planned country launches



Mobile subscribers and data users

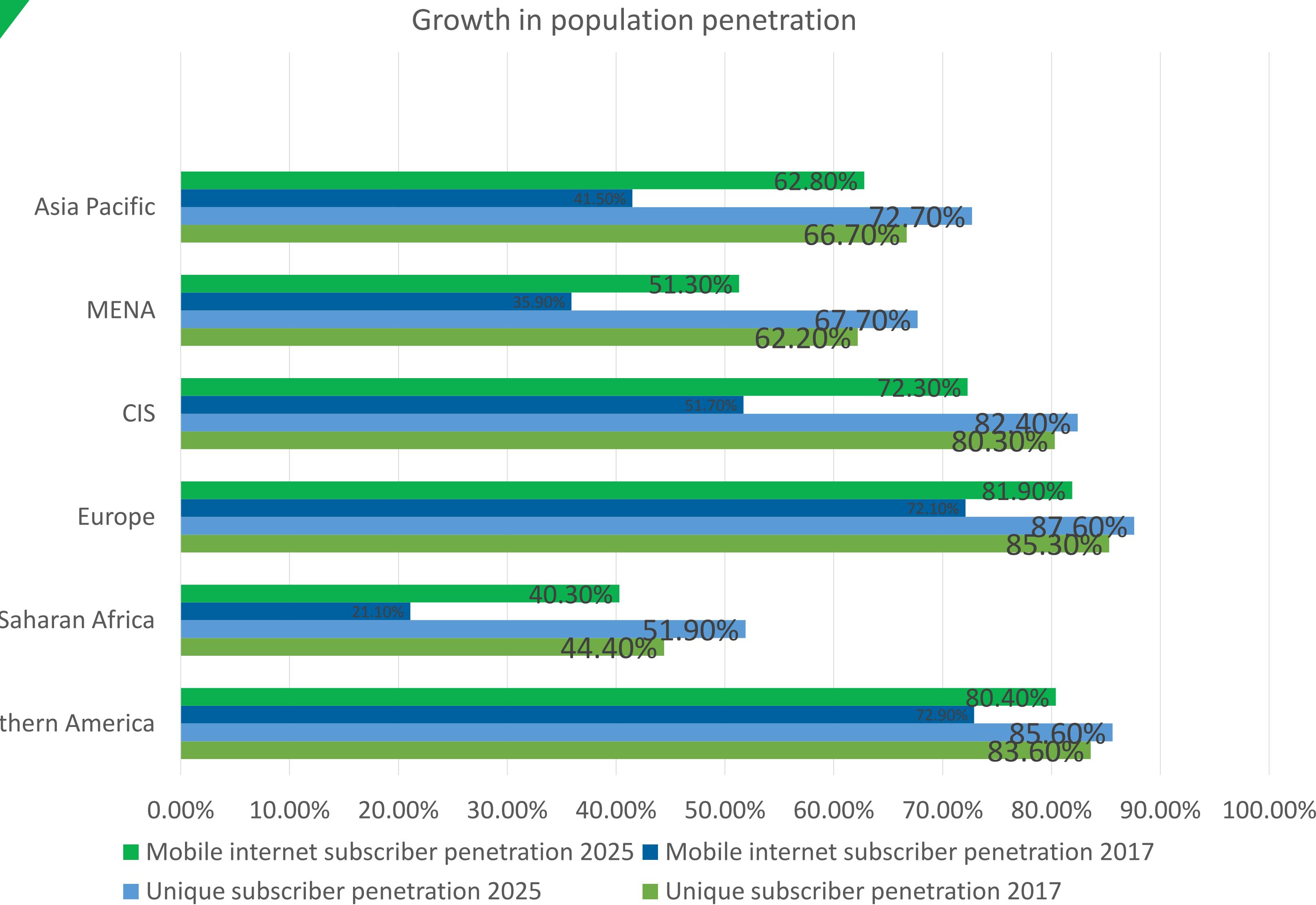
- There were 5 billion unique subscribers in 2017, with this number expected to grow to 5.9 billion by 2025.
- This is a CAGR of 2.1%.
- In 2017, there were 3.3 billion mobile internet users.
- By 2025, there is expected to be 5 billion – a CAGR of 5.3%



Source: GSMA MWC 2018

Population penetration

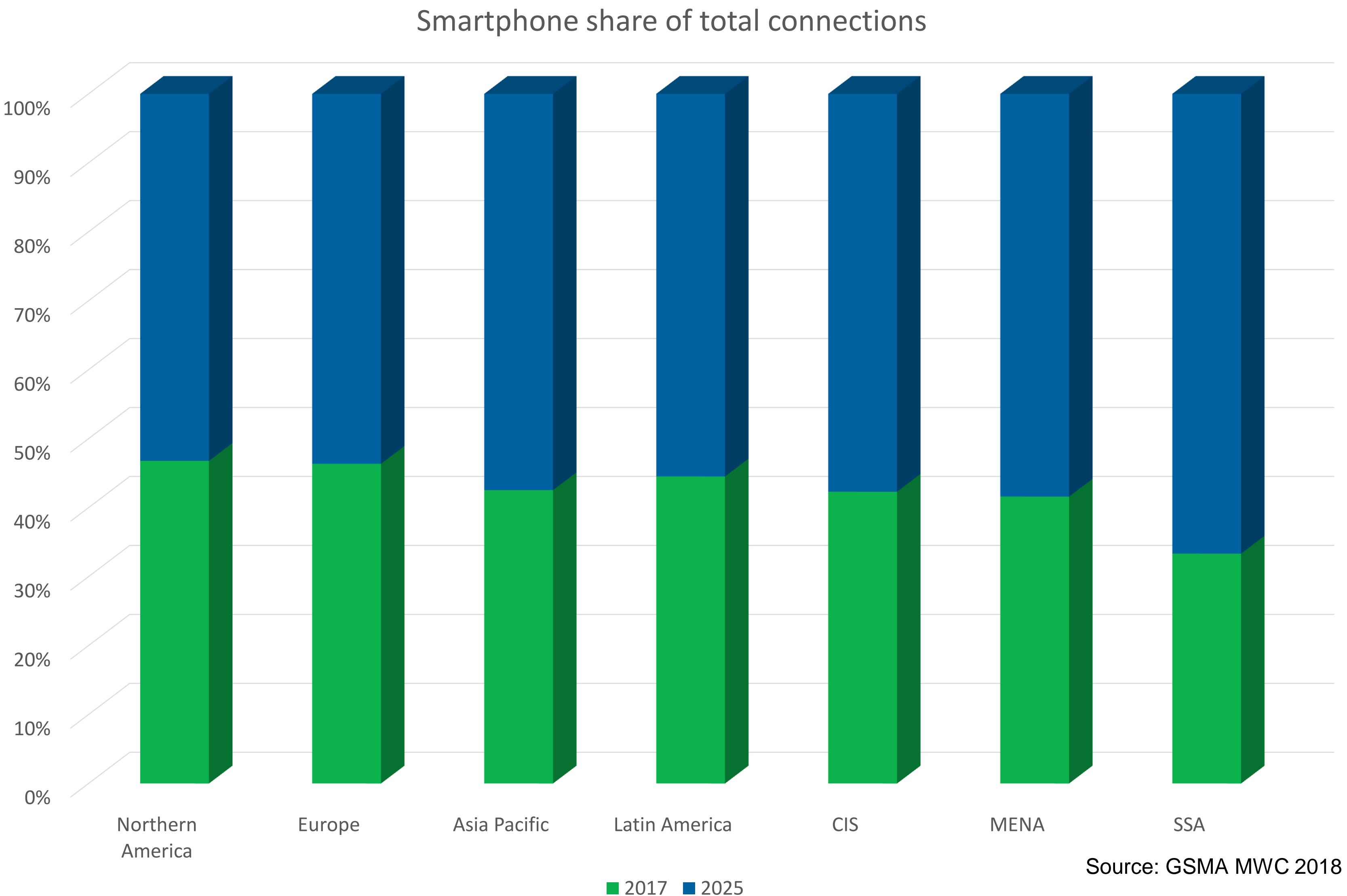
- Unique subscriber penetration and mobile internet subscriber penetration are both forecast to grow across the world.
- In Sub-Saharan Africa, unique subscriber penetration will grow from 44.4% in 2017 to 51.9% in 2025.
- Mobile internet subscriber penetration will rise from 21.1% to 40.3% over the same period.
- The Middle East and North Africa will see a 15.4% rise in mobile internet subscriber penetration, to 51.3%.
- Asia Pacific's mobile internet subscriber penetration is predicted to grow from 41.5% to 62.8%.



Source: GSMA MWC 2018

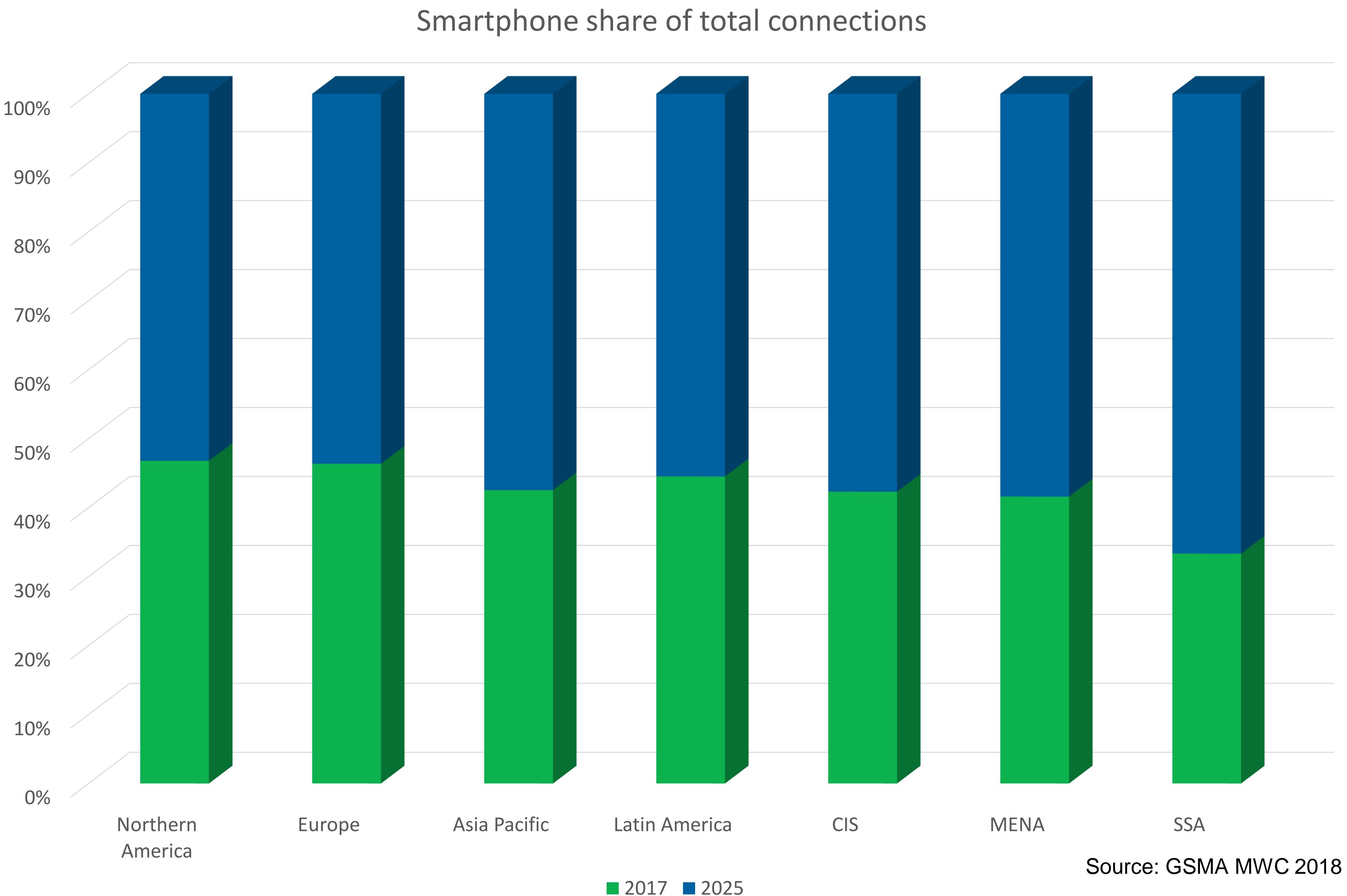
Global mobile device forecasts

- Basic and featurephones made up 1/3 of all connections (2.6bn) in 2017.
- This will half by 2025 as users migrate to smartphones.
- Smartphones are set to account for $\frac{3}{4}$ of devices by 2025.
- There will be 800 million data-only devices, such as tablets, dongles, MiFi and others.
- Northern America will have a 91% smartphone share of total connections in 2025, closely followed by Europe with 81%.



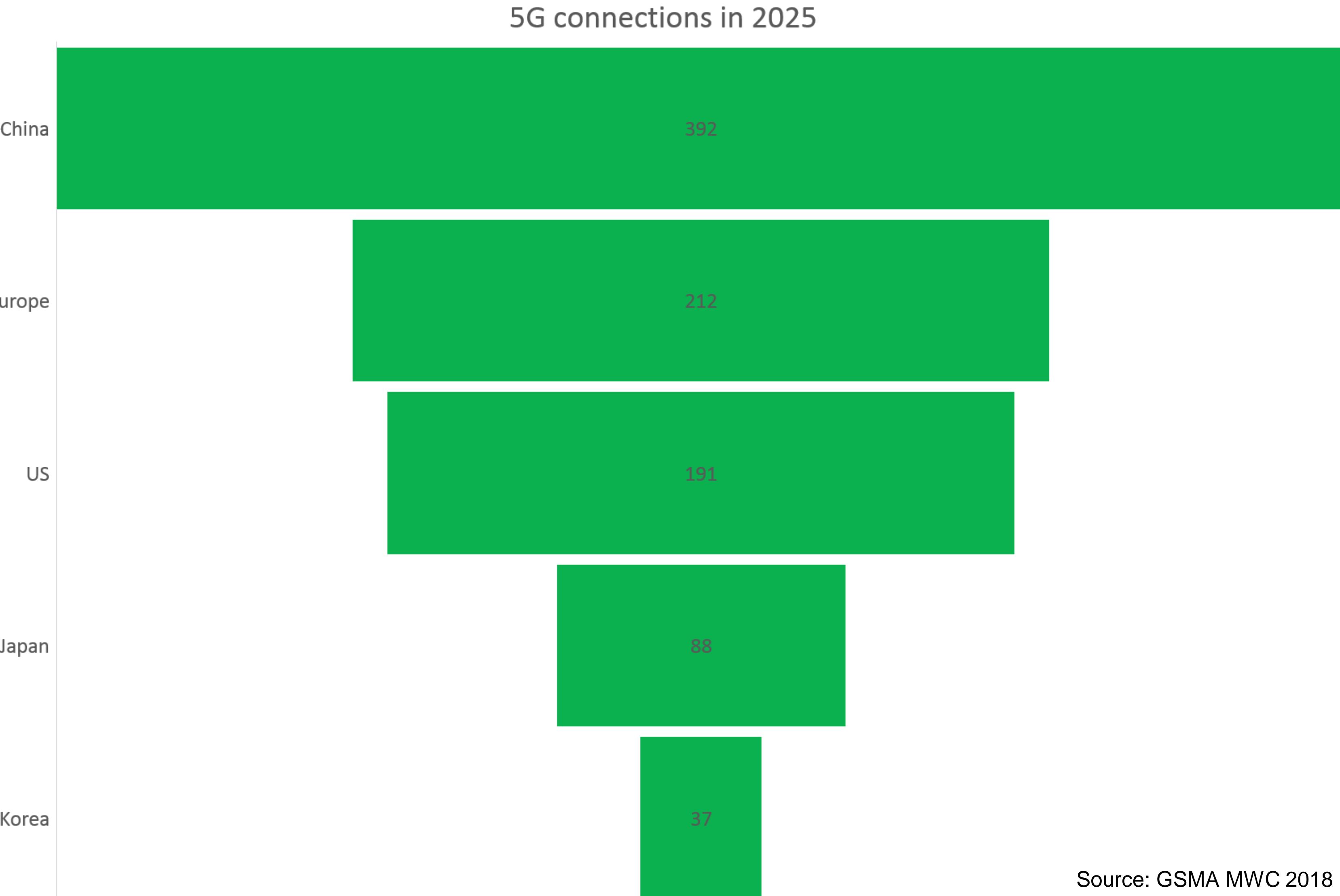
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Global 5G connection forecasts

- In 2019, there will only be 1 million 5G connections.
- By 2025, this will grow to 1.2 billion.
- China alone will dominate with 392 million, while Europe boasts 212 million and the US 191 million.



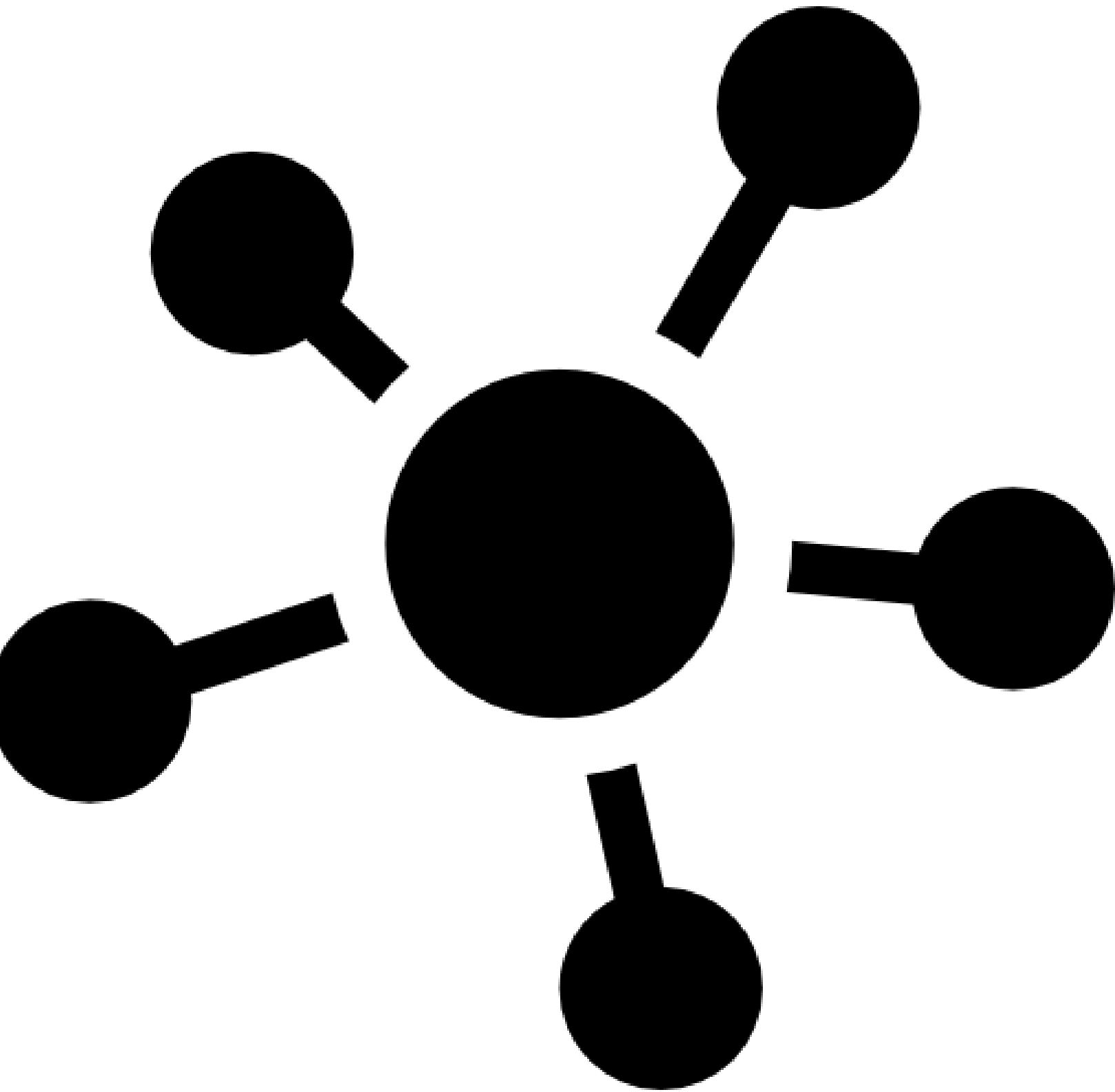
Mobile connections and data

- Global mobile connections will grow from 7.8 billion (2017) to 9 billion (2025)
– excluding cellular M2M.
- This is a CAGR of 1.9%
- Global penetration rate will grow from 103% to 110% from 2017 to 2025.
- 2G and 3G will decline from more than 2/3 of total connections in 2017 to less than 1/3 in 2025 as 4G networks become increasingly widespread.
- 5G coverage will roll out rapidly to cover 40% of the global population by 2025.
- 5G will account for almost 1 in 7 connections (14%) by 2025.



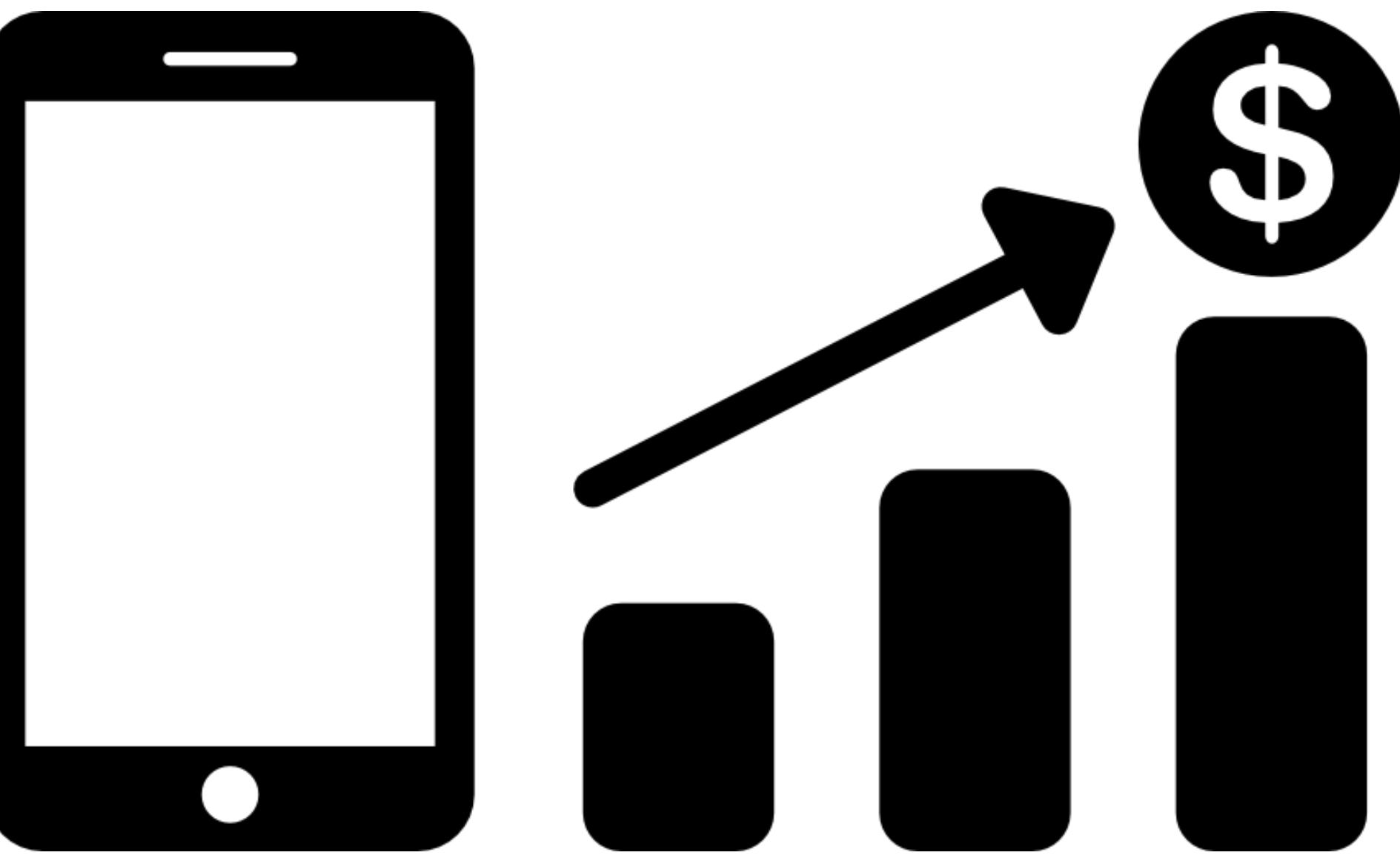
Internet of things

- There will be 25 billion IoT devices globally in 2025.
- For consumers, this includes wearable tech, connected vehicles, smart homes and TVs and more.
- For industries, this will include smart cities and buildings, and will reach utilities, manufacturing, fleet management, retail and more.
- Consumers will see a rise from 4.6 billion connections in 2017 to 11.4 billion in 2025.
- Industries will see a rise from 2.9 billion connections in 2017 to 13.7 billion in 2025.
- Asia Pacific will see 10.9 billion connections in 2025, Europe 5.6 billion, North America 5.8 billion, Latin America 1.3 billion and the Middle East & Africa 1.4 billion.



Revenue outlook

- Annual mobile revenues will reach \$1.1 trillion in 2025.
- In developed markets, this will rise from \$648 billion in 2017 to \$651 billion in 2025 – a CAGR of just 0.1%.
- Whereas developing markets will see a CAGR of 1.2% - a rise from \$403 billion to \$443 billion.
- In 2025, the annual revenue of the US will be \$6 billion higher than in 2017.
- China's will be \$18 billion higher than in 2017.
- An additional 160 million connections in China will drive \$15 billion increase in recurring revenues, offsetting marginal decline in ARPU.
- Operators in Europe will successfully monetise mobile data by offering larger data bundles at a higher tariff.
- Fixed-mobile convergent bundles will help reduce churn and combat price declines in Europe.
- Due to the EU implementing the 'roam like at home' scheme, some markets will benefit from in-bound roaming volumes.



MVNO industry

1252



72



97%



Total number of MVNOs

992

Independent
MVNOs

260

MVNOs owned
by MNOs

Countries
with at least
1
MVNO
in operation

Average mobile penetration
rate in the world

128%

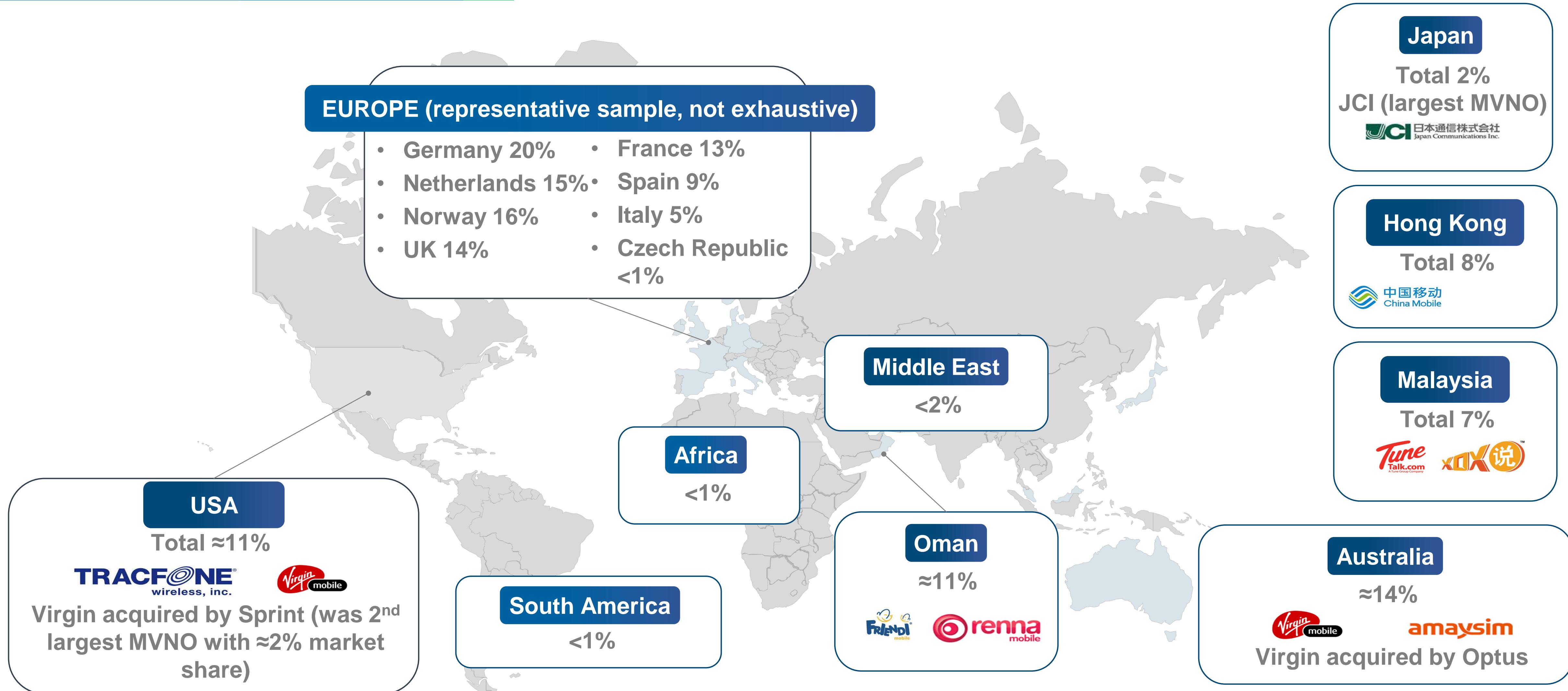


Average mobile
penetration rate
in Europe

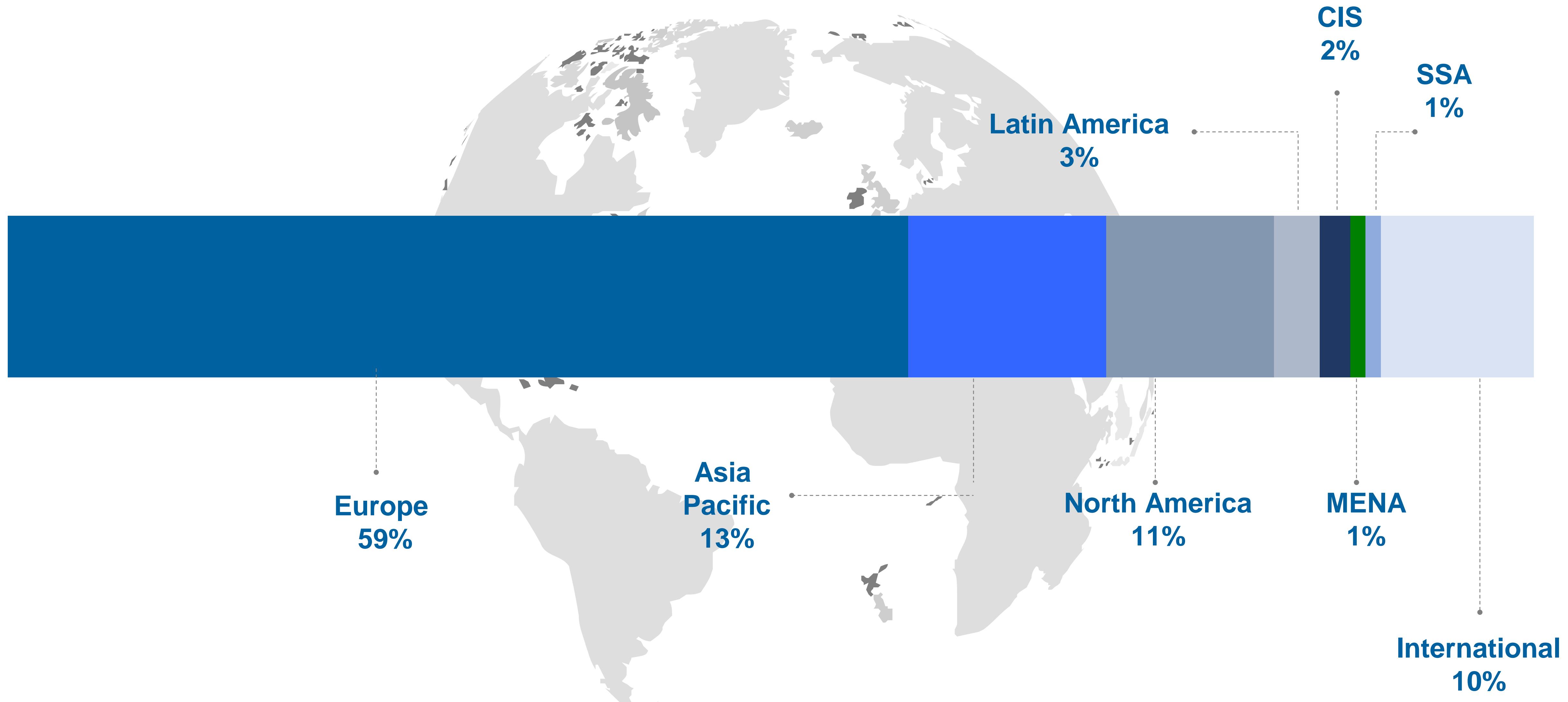
11%

MVNOs share in
the EU mobile
market

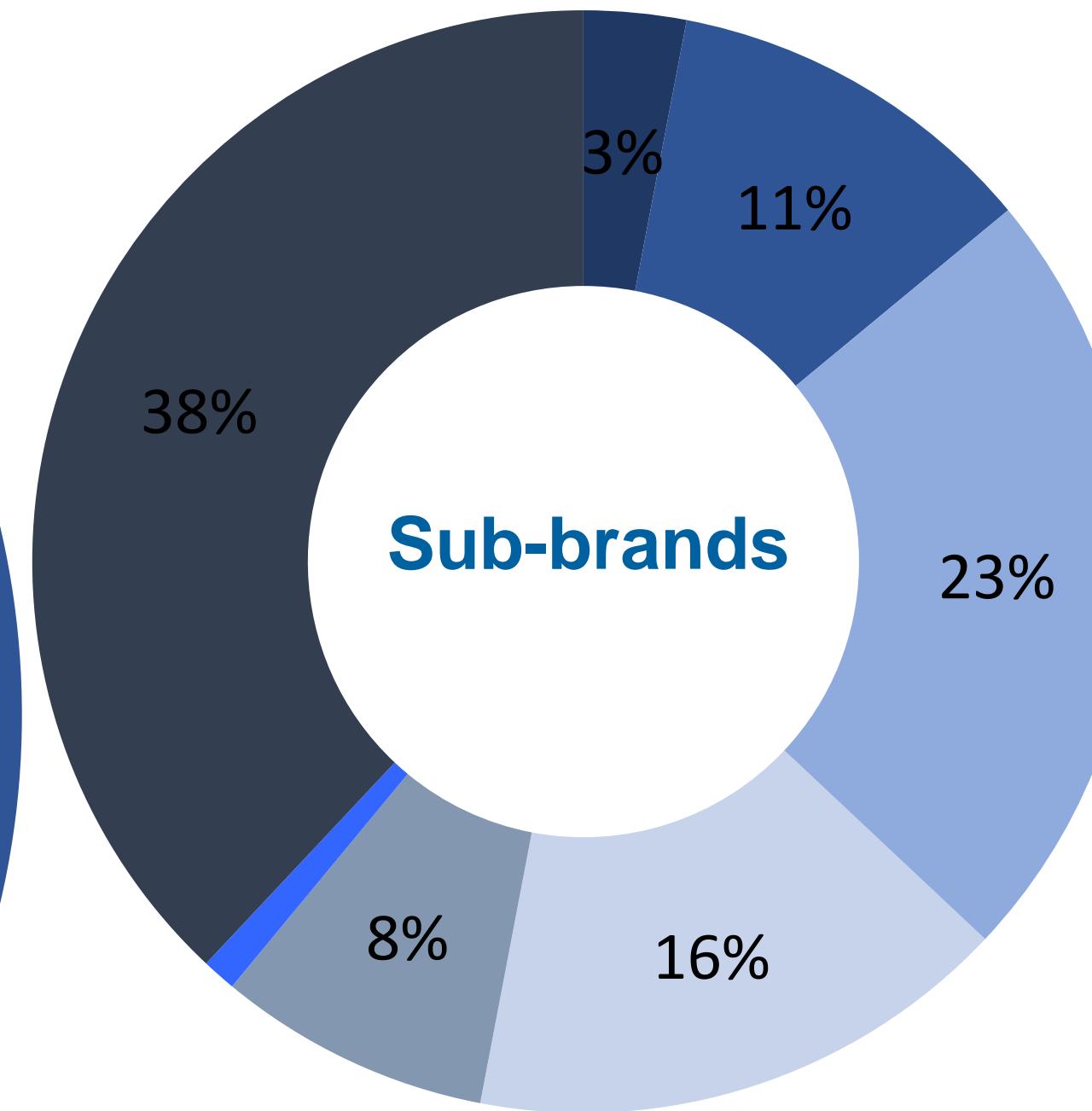
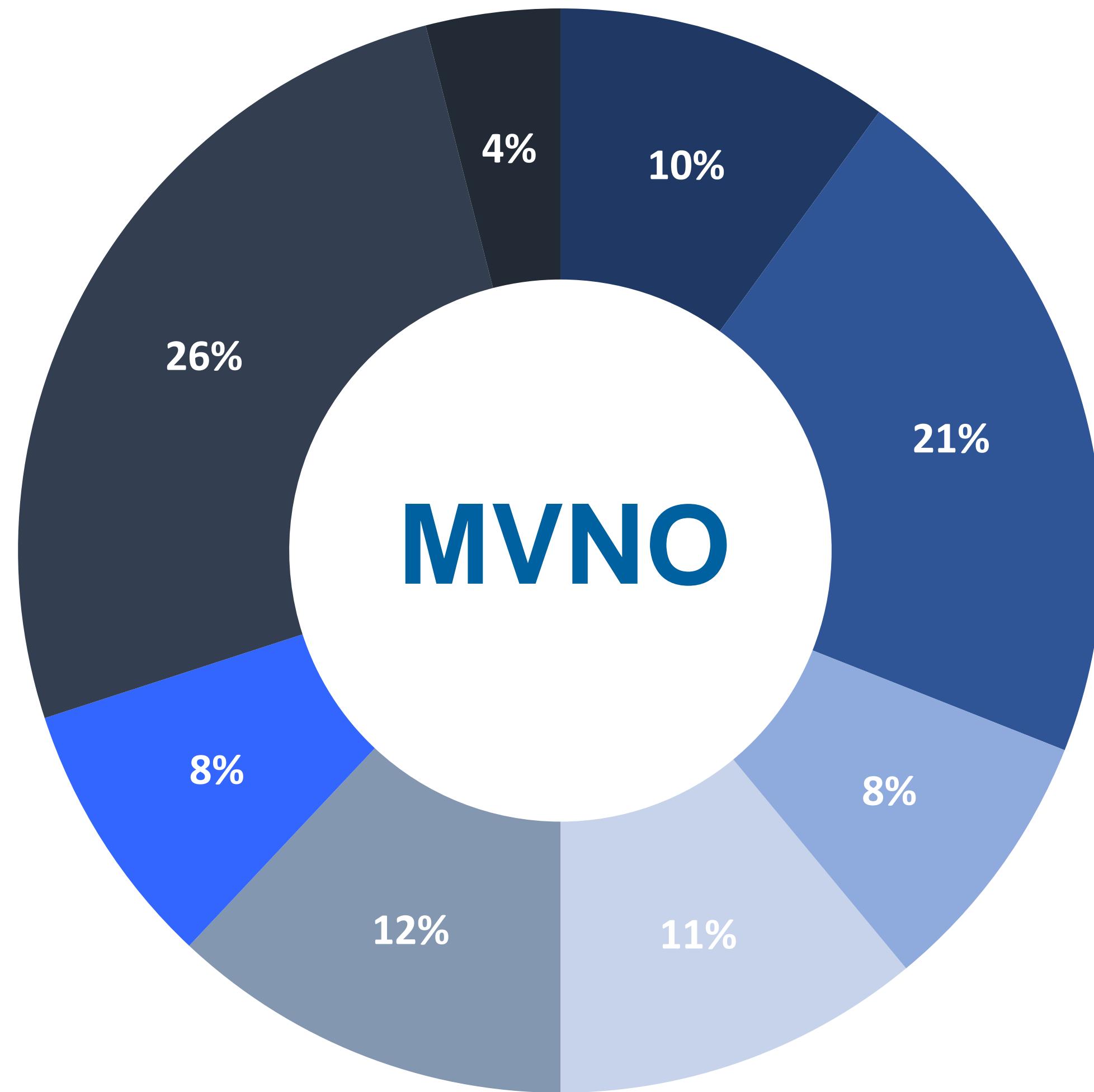
Global MVNO growth



Global MVNO growth



MVNO categories



**Lycamobile specialises in the
Migrant, Roaming and Business
categories.**

- Business
- Telecom
- Media/entertainment
- Retail
- Migrant
- Roaming
- Discount
- Cellular M2M

Key success factors

Growth &
industrial
development

Create and
stimulate a
competitive market

Boost the growth of
Internet service
providers

Encourage the production
of phones, tablets and
other devices



Public & private
interests

Increase
innovation

Diversifying offers
& choices

Increased use of
mobile

Reduced costs for the
consumer



- Lycamobile Tunisia launched in October 2015 on the Tunisie Telecom network – one of the biggest networks in Tunisia.
- Thanks to TT's support, we have continued to grow since our launch.
- Our strong relationship with TT allows us to help them reach niche segments and therefore expand upon their own customer base.
- The size of Tunisia's diaspora around the world was estimated at more than 1.2m people in 2012, including over 660,000 Tunisians resident in France, 189,000 in Italy and 86,000 in Germany.
- After significant investment in recent decades, the North African country has one of the most well-developed telecoms infrastructures in the region.
- As a result Tunisia has some of the highest take-up rates of any country in Africa, with a mobile penetration rate of 132% and an internet penetration rate of 49%.



Lycamobile est arrivé en Tunisie !



**Appels Gratuits & Illimités¹⁾ vers
tous les Lycamobiles en Tunisie !**

Pour tout rechargement

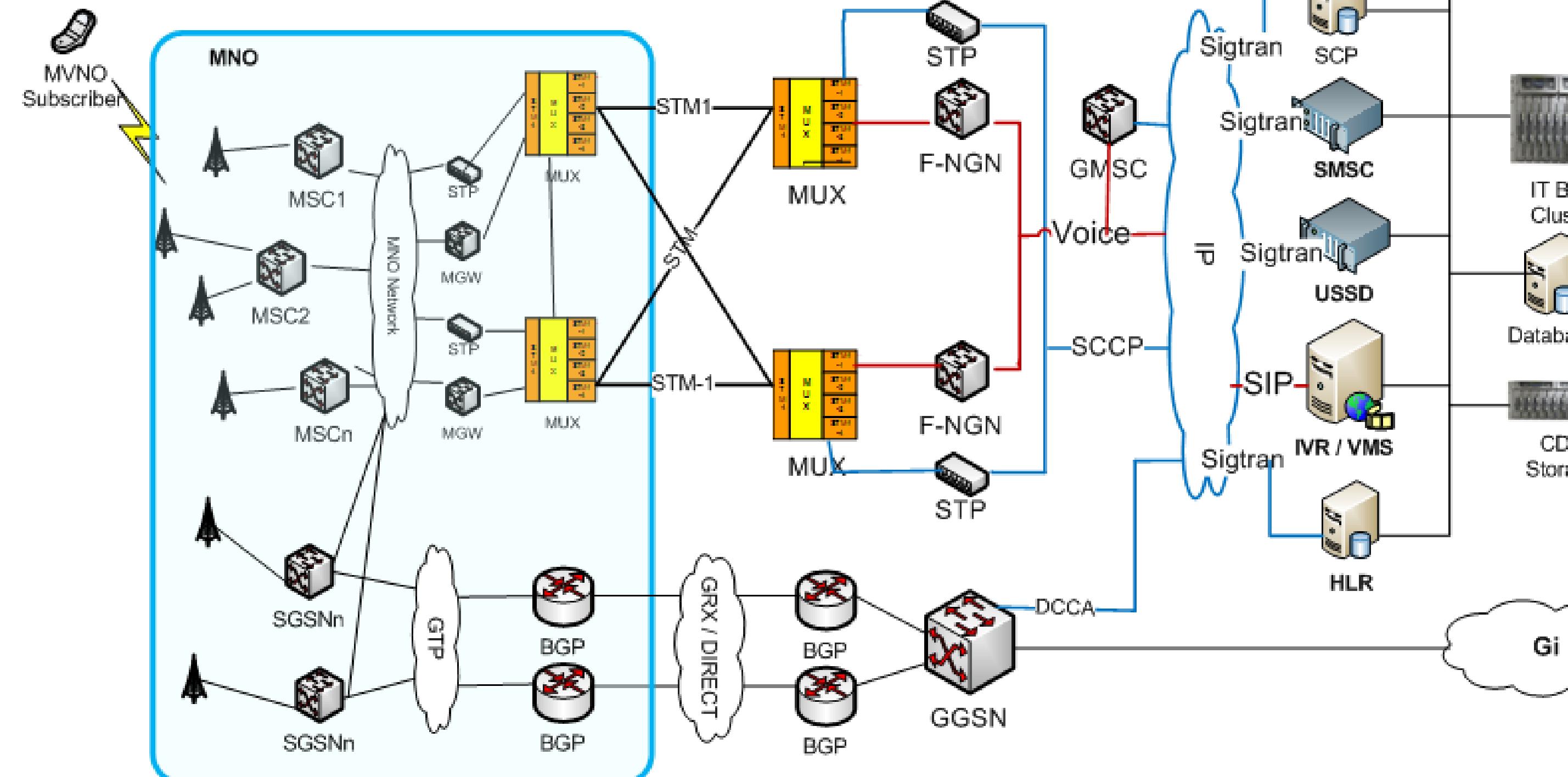
Aucun coût de connexion

Network architecture

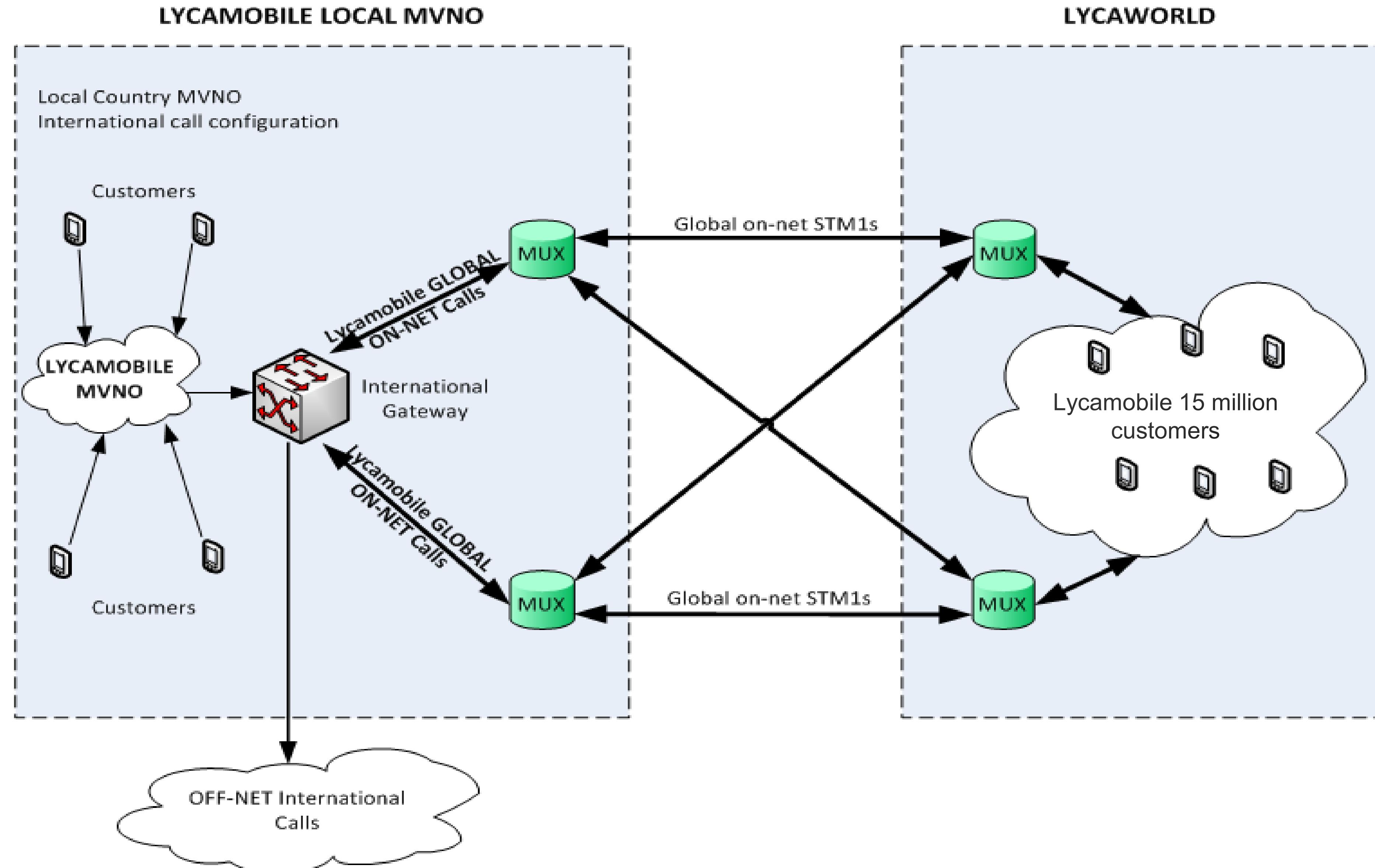
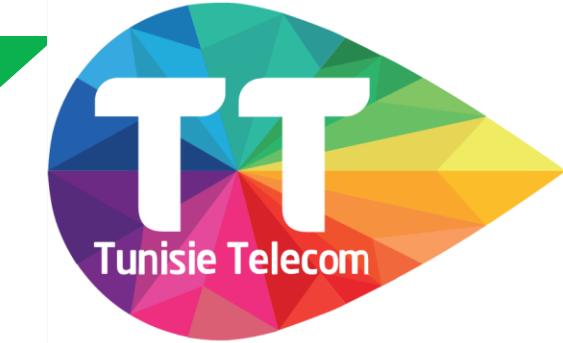


Lycamobile Full MVNC Architecture

Lycamobile installs all technology required to integrate with the host MNO. The MNO simply needs to provide the airtime and network interconnection.

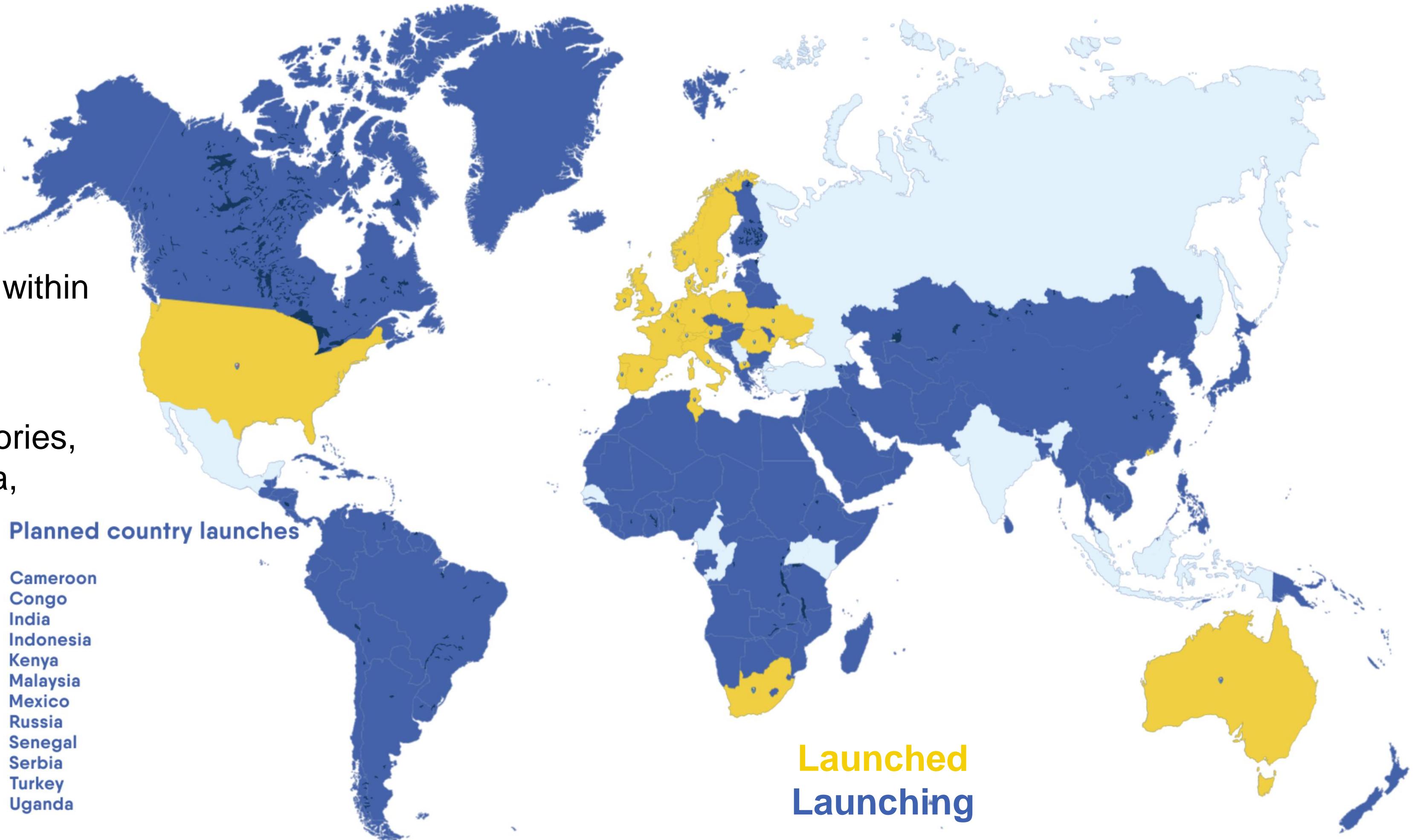


Global on-net network architecture



Lycamobile growth strategy

- Become the largest operator in the mobile sector.
 - Serve over 50 million customers by 2020.
 - Launch in a minimum of 20 new countries within four years.
 - Expand further into new and existing territories, namely Sub-Saharan Africa, Latin America, Southeast Asia and the Middle East.



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