

Market Response – International Roaming

WT0 - Symposium on International Mobile Roaming

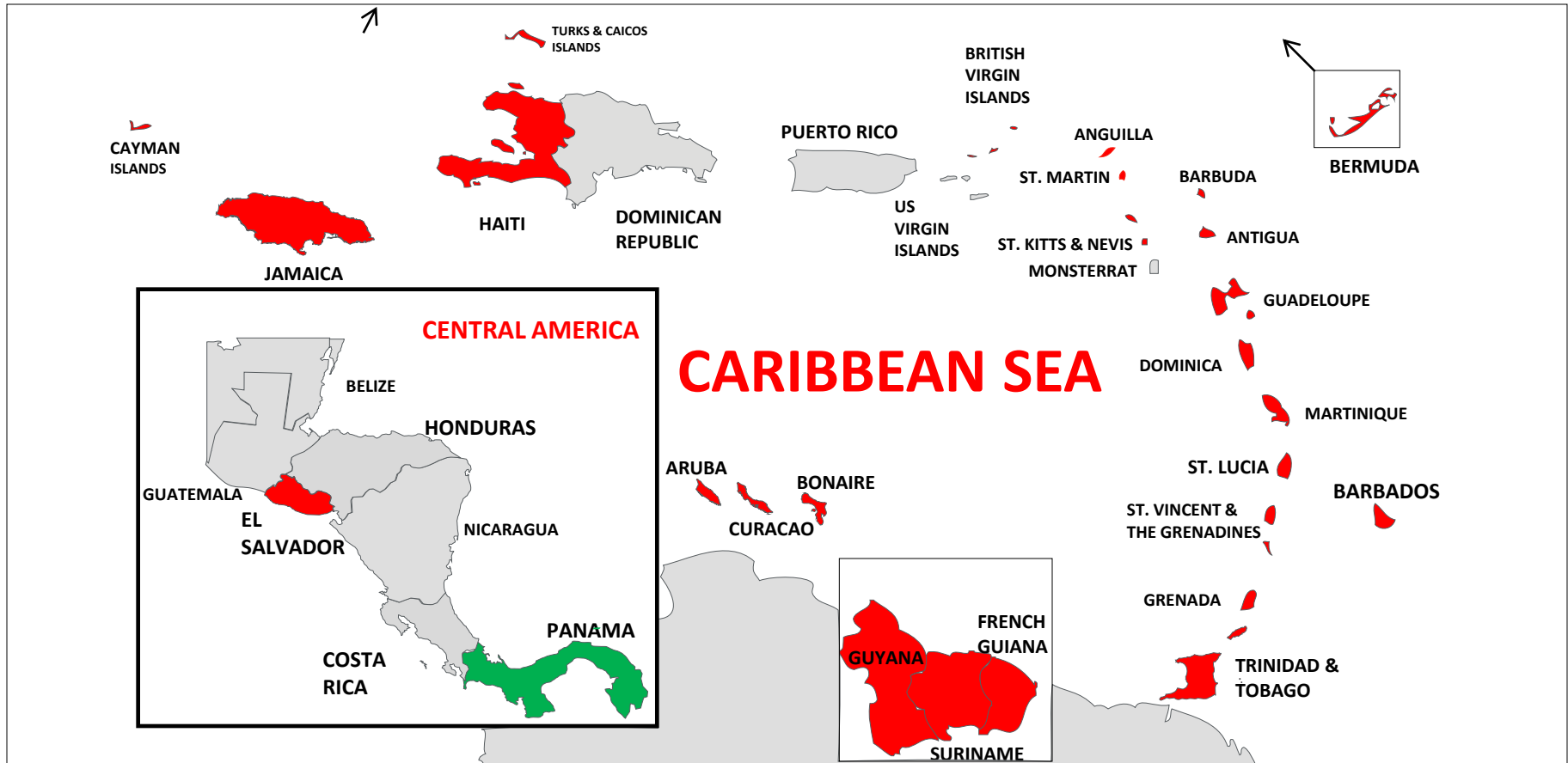
Donald Connor – Vice President of Legal and Regulatory Affairs

Digicel
The Bigger, Better Network.

Digicel: 11 Year Market Evolution

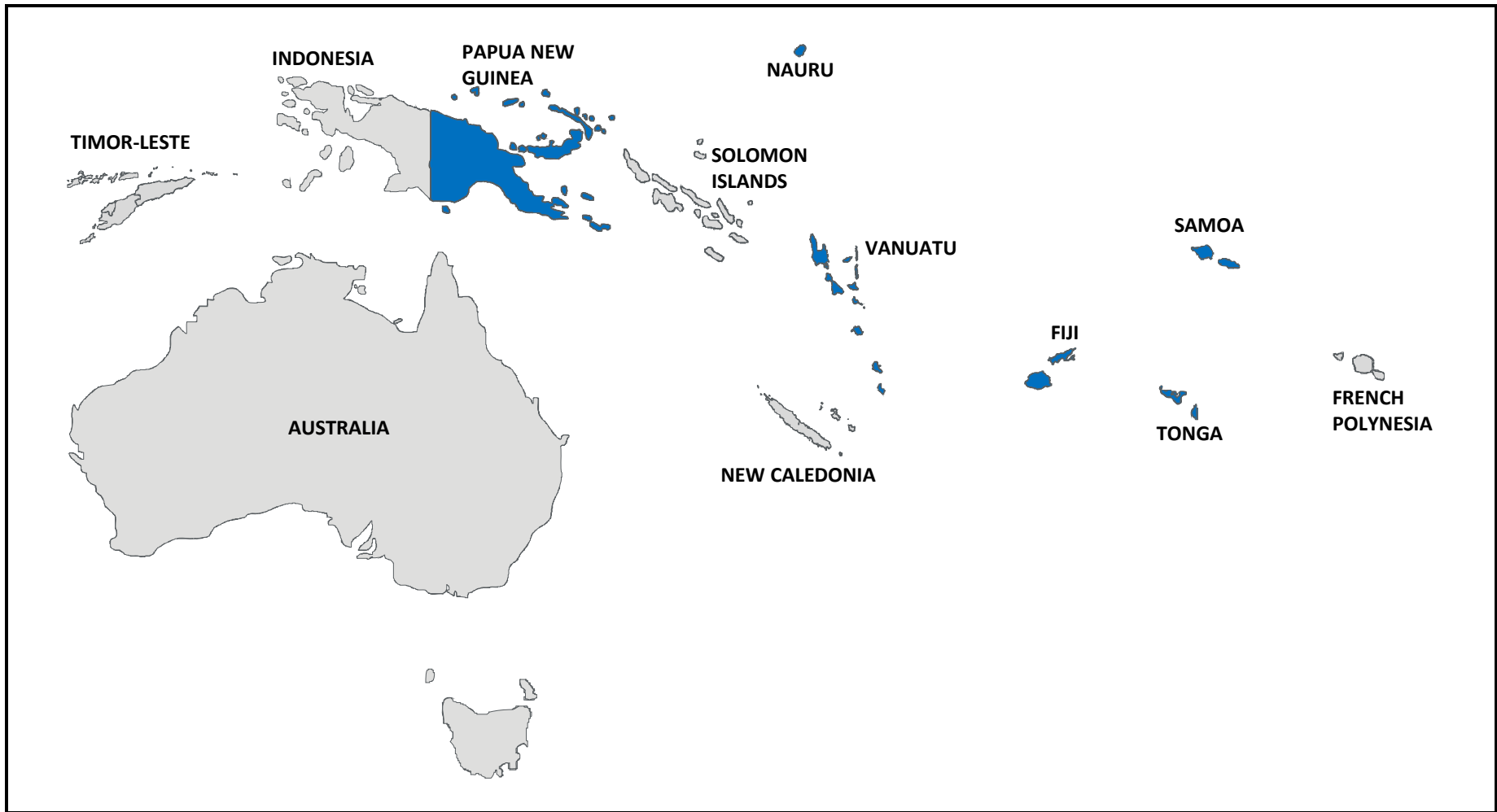
- ◆ Digicel commenced operations in Jamaica in April 2001
- ◆ Digicel now operates in 31 Markets Worldwide
 - ◆ 23 in the Caribbean
 - ◆ 6 in the South Pacific
 - ◆ 2 in Central America
- ◆ Digicel has 11.7 million Customers Worldwide

Digicel's Footprint: Caribbean & Central America



23 Markets in the Caribbean
2 Markets in Central America

Digicel's Footprint: South Pacific



6 Markets in the South Pacific

Digicel: Roaming Products and Services

◆ Customer Awareness

- ◆ Digicel Customer's receive a welcome SMS advising them that they are roaming higher charges apply

◆ DigiRoam – Launched 9 Years Ago

- ◆ Allows Customers a reduced rates for the full suite of roaming services if roaming on a Digicel Network
- ◆ Prepaid Rates

Call (Receive)	Call (Local)	Call (Home)	SMS (Send)	SMS (Receive)
0.49	0.49	0.49	0.15	Free

◆ Postpaid Rates

Call (Receive)	Call (Local)	Call (Home)	SMS (Send)	SMS (Receive)
Free	0.29	0.29	0.15	Free

Digicel: Roaming Products and Services

◆ Caribbean Passport

- ◆ Launched in Trinidad and Tobago in 2011
- ◆ Allows Customers to pay a Flat Rate of USD 27 for 7 days Unlimited roaming on a Digicel Network in the Caribbean

- ◆ Unlimited Incoming Calls
- ◆ Unlimited Calls to Home Country
- ◆ Unlimited Text to Digicel Numbers in the Caribbean
- ◆ Unlimited Data Access

The advertisement features a pirate character, Jack Sparrow, holding a mobile phone. Above him is a banner that reads 'ROAMERS OF THE CARIBBEAN'. To the left, there is a QR code with the text 'SCAN ME FOR INFO'. At the top, a clapperboard graphic says 'Digicel BLOCKBUSTER VALUE presents...'. At the bottom, large red text reads 'UNLIMITED TALK • TEXT • DATA'.

Get your 7 day Caribbean Roaming Passport for only \$169 and enjoy Unlimited Incoming Calls, Unlimited Calls to Home, Unlimited Texts to Digicel Caribbean Numbers and Unlimited Data Access when you roam in 20 of our Caribbean territories.

Dial *147# to sign up or text 985 to 247 for more info.

BLOCKBUSTER ROAMING... It's why your Digicel credit lasts LONGER | www.digicel.com |  

Digicel

T&T's Bigger, Better Network.

Digicel

The Bigger, Better Network.

Caribbean Roaming Passport available in Anguilla, Antigua and Barbuda, Aruba, Barbados, Bermuda, Bonaire, BVI, Cayman, Curacao, Dominica, French Guiana, Grenada, Guadeloupe, Haiti, Jamaica, Martinique, St. Kitts, St. Lucia, St. Vincent and the Grenadines, Turks and Caicos. Unlimited Incoming calls not applicable when roaming in Haiti. Blockbuster customers must have an active Blockbuster plan to benefit from unlimited data and access. Offer valid for 7 days from sign up. Price USD exclusive. QR code compatible with iBlackBerry Messenger App - S&A applications. To download a QR code application reader, visit www.qrcode.com. Data charges may apply when scanning the QR code.