

telenor

Economic contribution  
of mobile communication

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Vice President

 **Norway**  
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 **Sweden**  
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 **Montenegro**  
Promonte

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**Ukraine**  
Kyivstar 

**Russia**  
VimpelCom 



 **Bangladesh**  
Grameenphone

 **Thailand**  
DTAC

 **Pakistan**  
Telenor Pakistan

 **Malaysia**  
DiGi

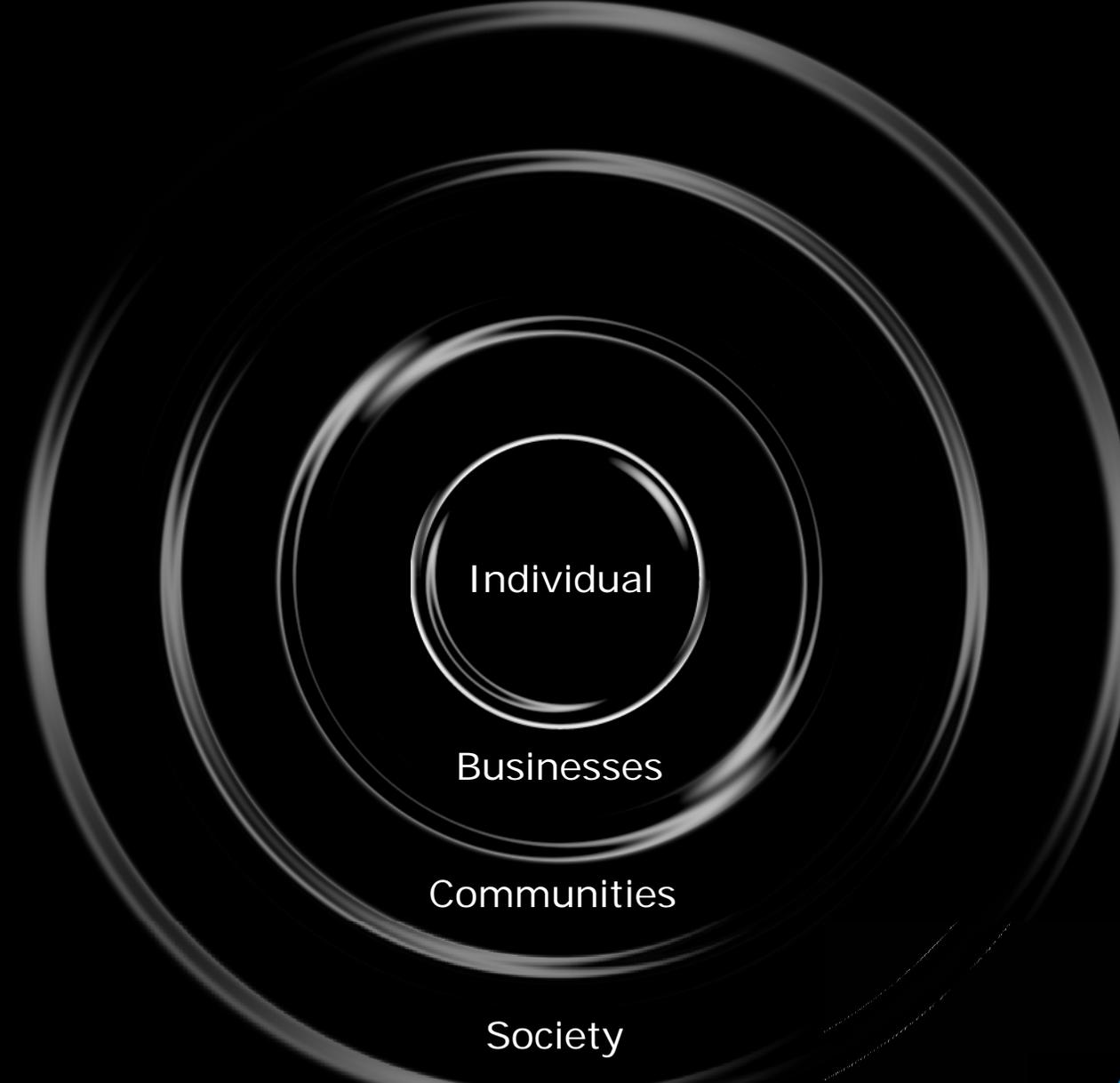




Another 2500 connected

Communication for all





Individual

Businesses

Communities

Society



# Social benefits of mobile communications - Health services

Bangladesh:

1 physician per 4,000 inhabitants

Pakistan:

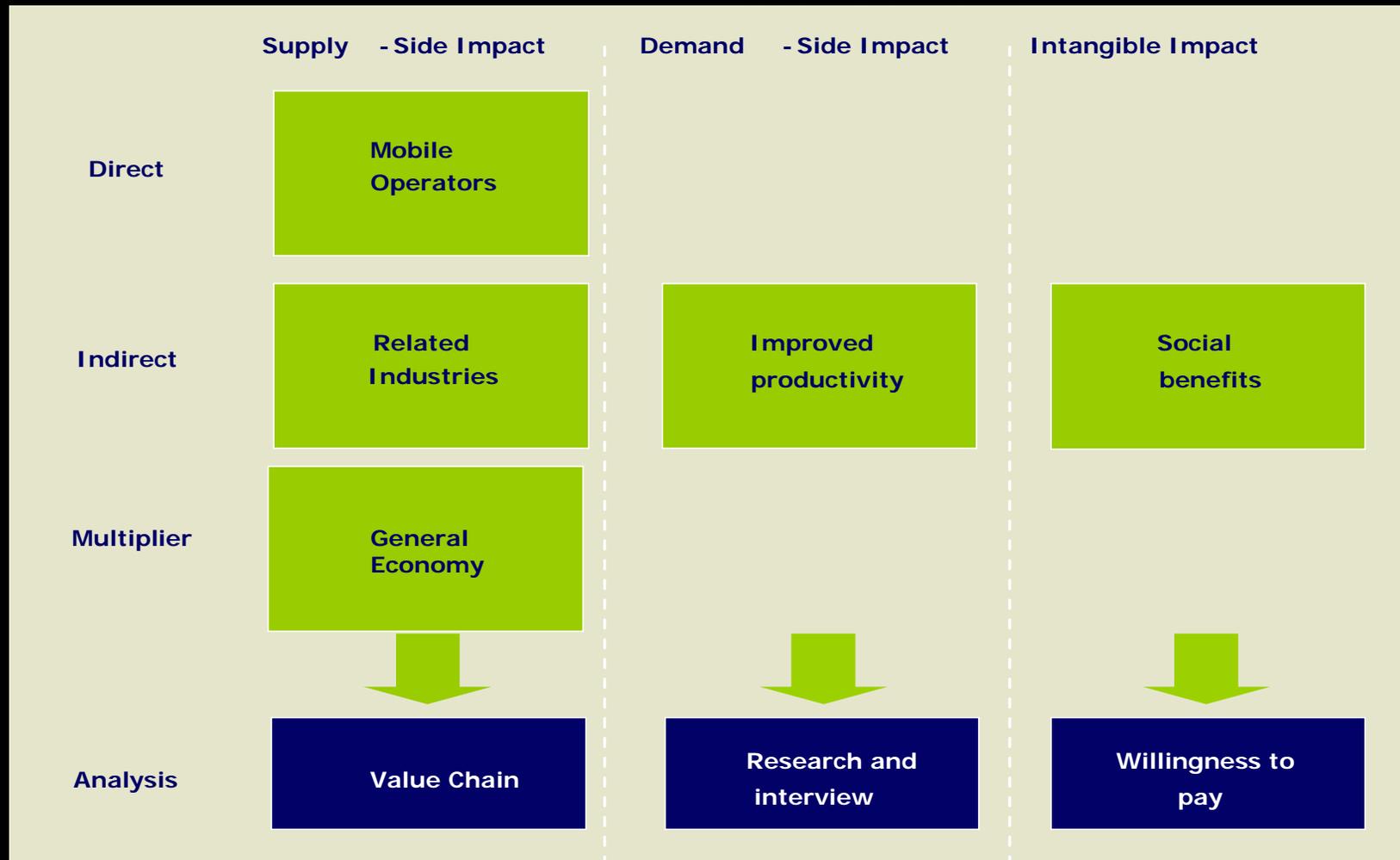
3 physicians per 4,000 inhabitants

Ukraine:

12 physicians per 4,000 inhabitants

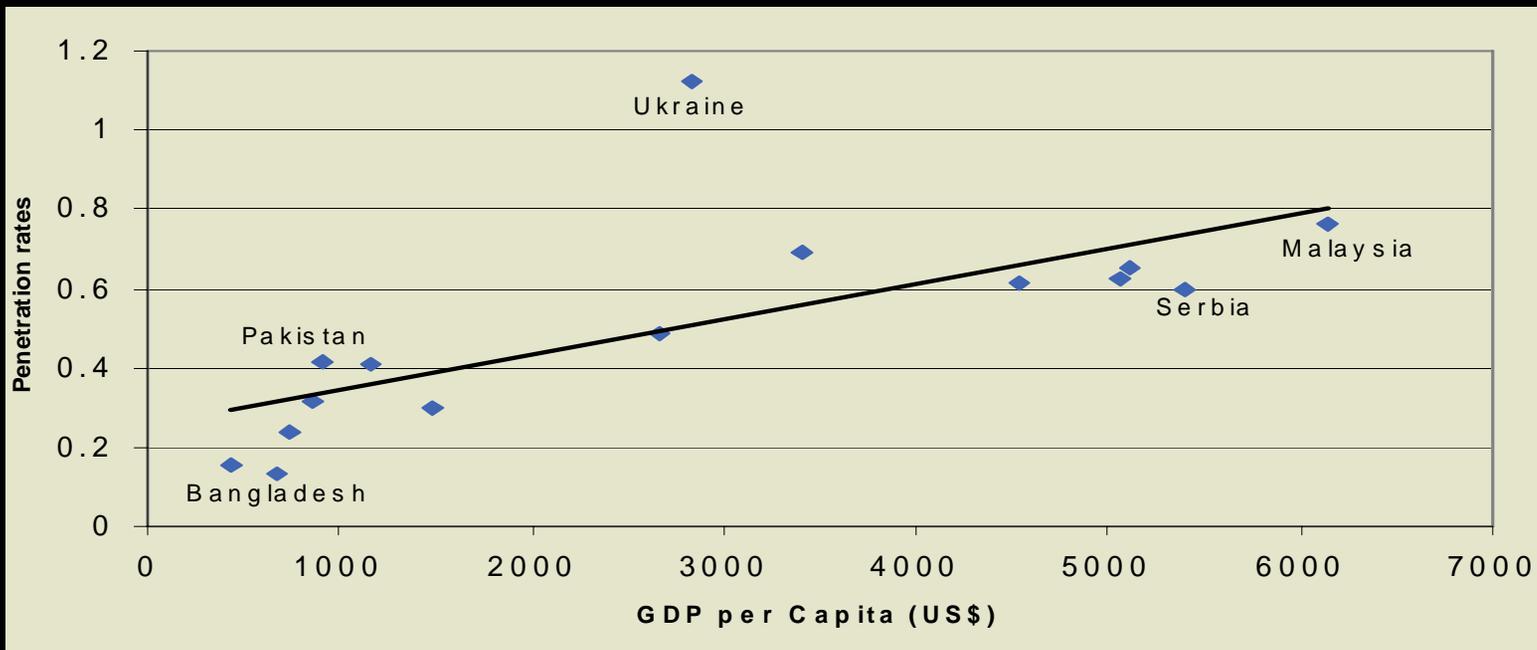


# Methodology – Static analysis



# Methodology – Dynamic analysis

- Deloitte undertook a regression analysis using a cross-section of developing countries.
- They estimate that a 10% increase in penetration could increase the GDP growth rate of a country by 1.2%.



### Ukraine



2007

Total GDP Contribution: USD 7.5 bn  
GDP percentage: 5.9%  
Full time employees: 120,000

### Pakistan



2007

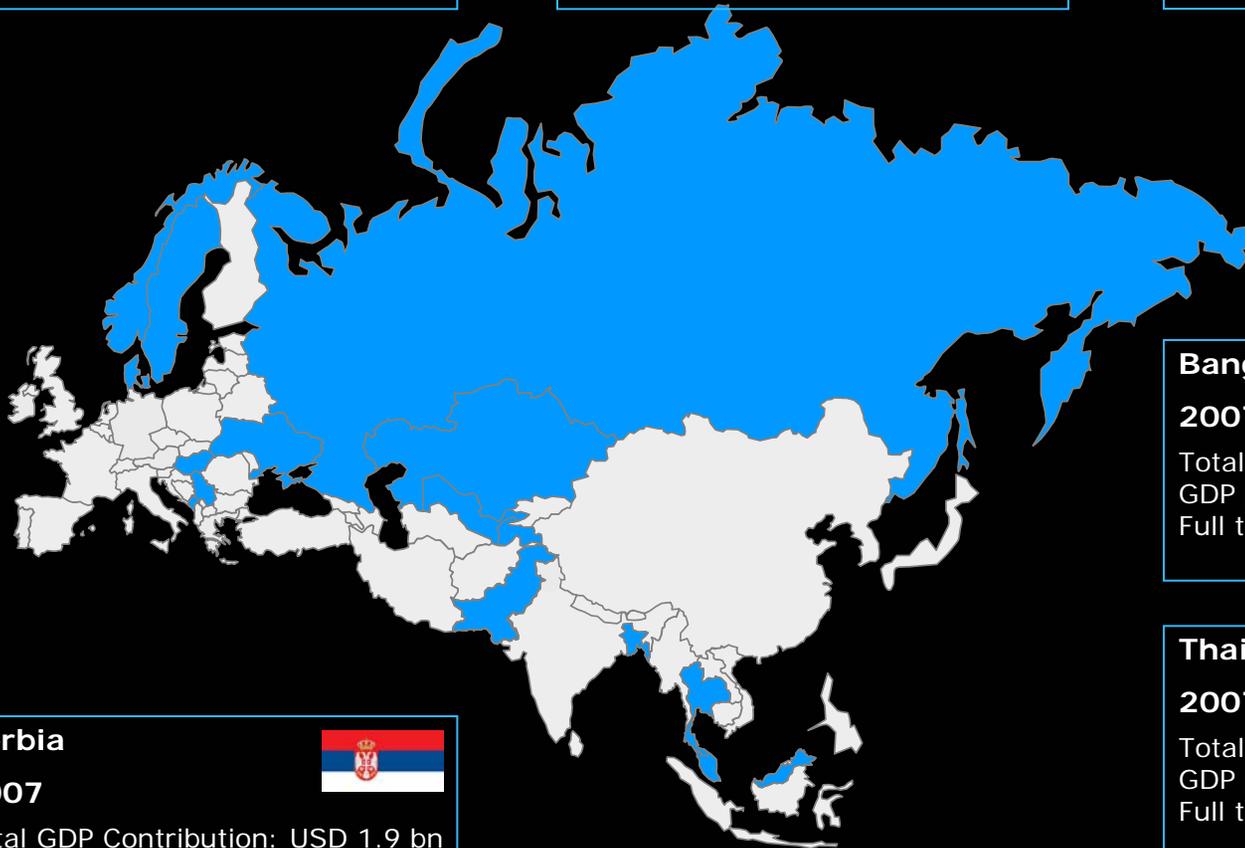
Total GDP Contribution: USD 5.6 bn  
GDP percentage: 5.2%  
Full time employees: 244,000

### Malaysia



2007

Total GDP Contribution: USD 6.6 bn  
GDP percentage: 5.9%  
Full time employees: 51,000



### Bangladesh



2007

Total GDP Contribution: USD 3.9 bn  
GDP percentage: 6.2%  
Full time employees: 111,700

### Serbia



2007

Total GDP Contribution: USD 1.9 bn  
GDP percentage: 4.1%  
Full time employees: 34,000

### Thailand



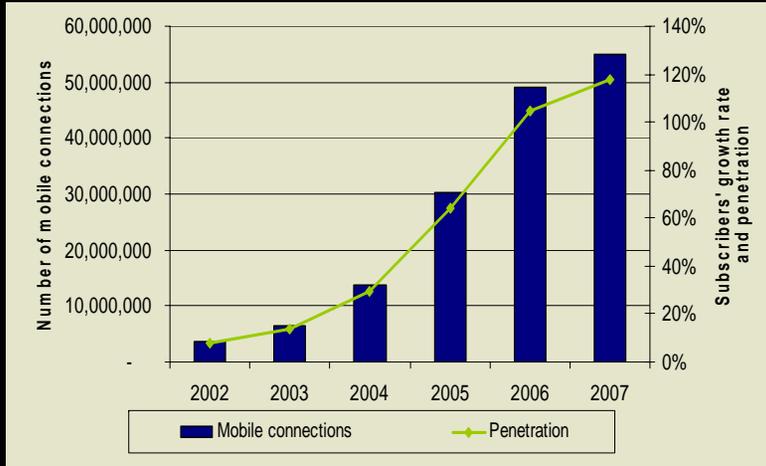
2007

Total GDP Contribution: USD 13 bn  
GDP percentage: 4.7%  
Full time employees: 150,000

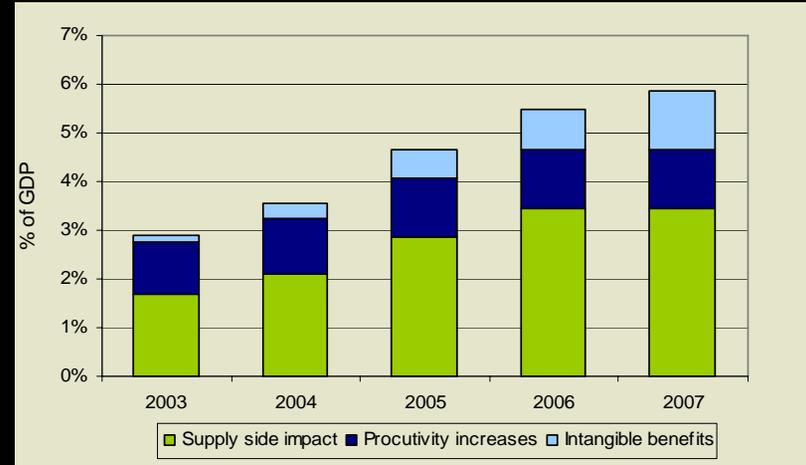


# Ukraine

## Penetration



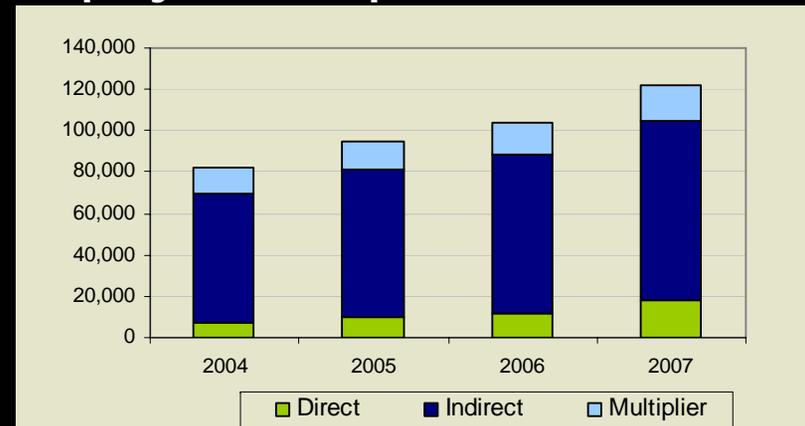
## Economic Impact



## Results

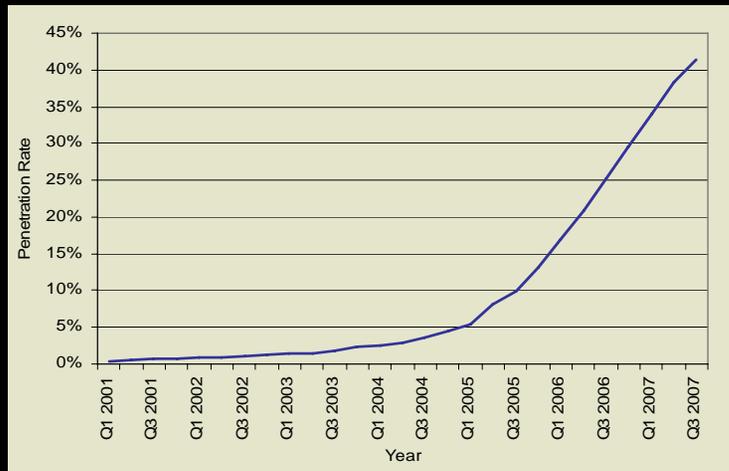
- Exponential growth in the market has occurred with growth standing at 70% per year on average.
- The economic impact of the mobile sector in 2007 was UAH 37bn, 5.9% of GDP.
- The mobile industry employs almost 120,000 Ukrainian full- time employees.

## Employment Impact

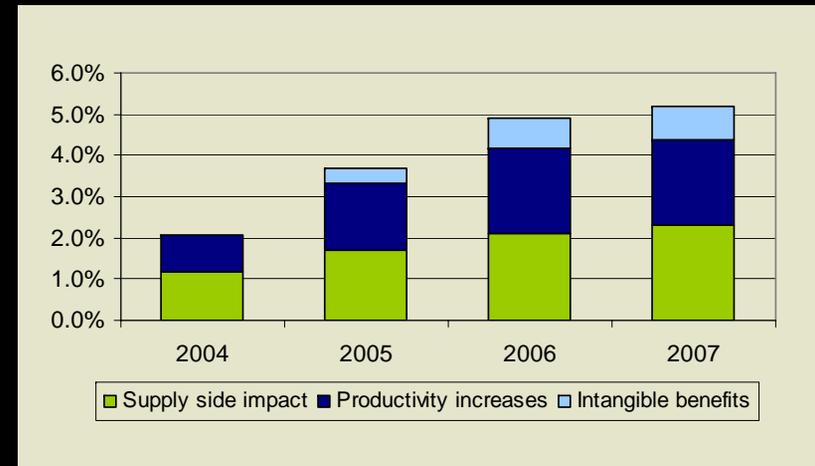


# Pakistan

## Penetration



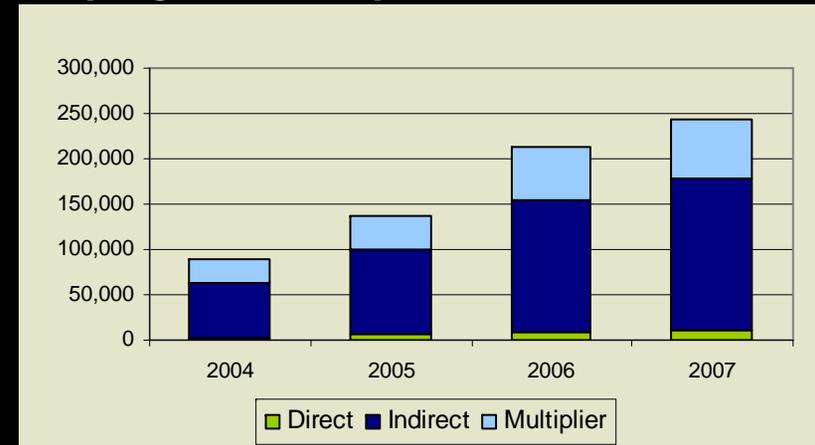
## Economic Impact



## Results

- Penetration has risen dramatically since 2006.
- The mobile communications sector is estimated to have contributed 5.2% to GDP & employed over 244,000 full-time employees in 2007.

## Employment Impact



# New opportunities emerging

Mobile broadband  
Internet  
New services





Access empowers

Thank you

For a copy of the full report, please contact  
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