



**MARKET ANNOUNCEMENT
(For Immediate Release)**

ATH launches its new mobile broadband telecommunications network in PNG

Following the successful rollout of its 4G+ mobile broadband network, Vodafone PNG is now live following the inauguration ceremony commemorating its launch last night, 21 April, 2022 by chief guest: Deputy Prime Minister of Papua New Guinea, the Honourable Sam Basil. Vodafone PNG will deliver an exciting array of mobile broadband devices and services to the people of Papua New Guinea.

As previously announced, Amalgamated Telecom Holdings Limited (**ATH**) has invested in ATH's new mobile broadband telecommunications network construction project in Papua New Guinea (PNG). Together with Vodafone Fiji Pte Limited are the majority investors in the project. We express our profound gratitude to the directors, staff and management of Vodafone PNG, Vodafone Fiji and ATH as well as our strategic partners - Asian Development Bank, Unit Trust of Samoa, Samoa National Provident Fund, Austel Investment Pty Limited, Banks and Contractors who have been involved in the rollout of the network in PNG which represents the largest Fijian investment in PNG and is part of the wider development by ATH of telecommunication networks in the South Pacific.

In Particular, ATH subsidiary, Vodafone Fiji has been instrumental in initiating and managing the project rollout under the extreme unforeseen challenges as a result of the COVID 19 Pandemic and will operate the mobile broadband business under the Vodafone Brand.

This investment adds scale, diversity and value to ATH's investment portfolio and is part of the ATH Pacific Expansion strategy which already includes telecommunications and ICT businesses in Fiji, Kiribati, Vanuatu, Samoa, American Samoa and Cook Islands.

Based on latest GSMA and other industry reports, the PNG market remains grossly underserved resulting in large swathes of the population remaining unconnected and losing out on the benefits of a connected society.

This is where ATH through Vodafone PNG sees huge potential in providing much needed stimulus to bridge the digital divide in PNG, and in doing so being an enabler of digital transformation.

ATH Chairperson, Ms Kalpana Lal, in her opening address at the launch said that *"ATH firmly believes Vodafone PNG is ideally positioned to capitalise on these opportunities to make a significant contribution to PNG by way of increased competition, affordable access, latest network technology, high service delivery and so much more to provide enhanced value to the corporate and consumer markets in PNG."*

This milestone investment certainly is aligned to ATH's regional expansion plan for the Pacific driven by our vision to make a meaningful contribution, aimed at empowering people, improving and enriching their lives, delivering on a more connected Pacific region whilst delivering on shareholder value and long-term growth."

(End)


Director
Company Secretary and
Chief Executive Officer

22 April 2022



Media Release

21 April 2022

Vodafone launches New Mobile Network in PNG

Vodafone PNG last night officially launched its state-of-the-art network at a Corporate launch event held at APEC Haus, with retail outlets starting operations from today. Chief guest, Prime Minister Hon. James Marape said, "Recently much has been said about the lack of benefits cascading to end-users, especially with falling wholesale data prices and therefore, Vodafone PNG's entry into the market has been eagerly awaited and couldn't have come at a better time.

"The launch marks a significant milestone in what is expected to be the stimulus needed to spur increased competition, resulting in a more liberalized ICT sector with affordable access to connectivity, increased market penetration and greater choice for consumers and businesses. We will invest to the tune of \$3 billion Kina into PNG, which is a testament to Vodafone's commitment to improving the telecommunications infrastructure and connecting the unconnected", said Kalpana Lal, Chairperson of Vodafone PNG.

PNG Government's ICT policy is focused on digital transformation, through the use of digital technologies to improve governance and progress the Government's digital economy agenda. It is the Government's policy objective to promote sustainable competition in the information and communications technology sector and to ensure affordability, accessibility and connectivity through increased market penetration. We believe Vodafone PNG's entry as the third mobile operator will rejuvenate competition in the market and aid in connecting more Papua New Guineans to the internet.

Regional Chief Executive Pradeep Lal said, "We are launching with just over 500 base stations, covering Port Moresby, LAE, Madang, Hagan and Goroka, which covers approximately 50% of the population. However, the journey does not stop here. In the next 8 months, Vodafone PNG intends to have 800 sites live, progressively expanding coverage to 22 provinces." Within the next 12-18 months, Lal hopes to have 1200 sites on air, covering more than 90% of PNG's population.

He said, "We have received great support and feedback from everyone, including the Government, corporate sector and the people of PNG, and we are really excited to provide Papua New Guineans with more choice and a greater level of affordability when it comes to keeping in touch and staying connected."

A recent study by Deloitte suggests that if developing countries could bridge the gap in internet penetration to reach the levels developed economies enjoy today, they would experience large increases in GDP growth, increased productivity and improvements in health conditions and education opportunities, particularly for its rural and remote communities.

In fact, a well-developed, robust and affordable telecommunications infrastructure and ecosystem are critical to supporting the development of other industries and sectors and bridging the digital divide is bound to have a profound impact on people's lives and the PNG economy.

PNG has a low market penetration with 37% mobile phone and 20% internet penetration, with approximately 1 million customers actively using social media. Lal believes that given the low market penetration levels in PNG, the rate of rapid change and increased reliance on digitalization and connectivity, Telecommunications will remain an important industry for at least the next 100 years and one that will have a long-lasting and transformational legacy. He says, "This is one industry that has the potential to significantly transform lives through access to online information, education, telemedicine, financial inclusion, eCommerce and economic inclusion.

From tomorrow, customers can pick up free sims from any of Vodafone's 15 retail outlets and kiosks and over 100 roadshow outlets. There is a music festival planned for Customers on Saturday at Sir John Guise Stadium; the program commences at 2pm with heaps of entertainment, featuring various local artists, special deals, promotions and fantastic prizes. This event is free for the public to attend.

Lal said, "Customers can expect simple plans with value-packed bundles, starting as low as 1 Kina per day with an unlimited talk for an hour and data plans starting at 3 Kina per day for 1 GB. There are various other daily, weekly and monthly bundles to choose from."

Based on initial assessment, Vodafone plans are much cheaper than what is offered in the market today and come with a lot more value. This is great news for customers, who are always looking out for the best deals. Vodafone also has launched an introductory offer of \$89 on an Alcatel 4G smartphone, which makes it relatively affordable for customers to connect and experience faster data speeds on Vodafone's 3G/4G+ network.

Vodafone will also offer a comprehensive suite of ICT solutions, primarily targeted at businesses and corporate customers. Along with value-packed mobile and data bundles, closed user-groups and cloud-based solutions, Vodafone will offer a one-stop -shop solution for business customers, which will set new standards in PNG.

"We are excited to be here and look forward to welcoming customers who are eager to connect to our state-of-the-art network and start enjoying cost-effective and reliable services. We are being viewed as the breath of fresh air needed to stimulate and rejuvenate the Telecommunications sector. For a long time, the people of PNG have complained about the high cost of telecommunications and data and the question of affordability and reach have almost become rhetoric. As people's reliance on connectivity becomes ever so crucial, access to affordable and reliable connectivity is no longer a luxury, but an essential service. We are here to change the narrative and the people of PNG have a lot to look forward to", said Lal.

About Vodafone

Vodafone PNG provides a comprehensive range of services including voice, messaging, data and ICT managed services, for both consumers and businesses alike. The Company commenced commercial operations in PNG on 21 April 2022. Its state-of-the-art network infrastructure is expanding to cover key locations in the country with 4G+ network services, along with an extensive digital ecosystem, which will contribute to PNG's continued growth and prosperity. Vodafone PNG's vision is deeply embedded in its mission to connect PNG with the technologies of tomorrow by pioneering digital innovation and becoming people's first choice in mobile communications and digital services. Visit www.vodafone.com.pg for more details.