

## Tele Norte Celular Participações S.A. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Tele Norte Celular Participações S.A. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Tele Norte Celular Participações S.A. and its competitors. This provides our Clients with a clear understanding of Tele Norte Celular Participações S.A. position in the **Communication Services Industry**.

- The report contains detailed information about Tele Norte Celular Participações S.A. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- Another part of the report is a SWOT-analysis carried out for Tele Norte Celular Participações S.A.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.
- The Tele Norte Celular Participações S.A. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.
- In the part that describes Tele Norte Celular Participações S.A. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Tele Norte Celular Participações S.A. business.

### About Tele Norte Celular Participações S.A.

Tele Norte Celular Participacoes S.A. provides cellular telecommunications services in a region covering the states of Pará, Amazonas, Maranhão, Amapá, and Roraima in the north and northeast of Brazil.

#### Services

The company's mobile services use the 2G technology. It is involved in the process of overlaying GSM

technology onto its TDMA/Advanced Mobile Phone System, or AMPS, network, which incorporates updated versions of Enhanced Data Rates for Global Evolution, or EDGE, technology for data transmission. The company offers GSM service to subscribers in 159 localities.

The company offers digital service (TDMA and/or GSM) to subscribers in all the cities in its area, covering 213 locations.

The company's client base operates on GSM network, and the other clients would undergo migration. Its introduction of GSM/EDGE service for subscribers is improving data transmission speed and establishing a base for the sale of continuously evolving mobile products and services. In November 2004, the company began offering GSM/EDGE technology services in certain parts of its area.

The company offers a series of services to prepaid and contract subscribers, as well as business solutions to corporate users. It launched a mobile media application in Latin America named Se Liga, which broadcasts products, services and promotions in the cellular screen when the equipment is idle, through silent and non intrusive messages. In 2007, the company launched new value added service, such as full track downloads, missed call notice, video downloads and mobile payment services.

Through agreements with other mobile service providers, the company offers automatic voice and data roaming services throughout Brazil to its subscribers that allow them to make and receive calls while out of its area. The company has implemented 104 bilateral international roaming agreements in 129 countries for roaming on GSM networks. In addition, the company provides mobile telecommunications services to subscribers of other mobile service providers while they are in its area.

#### Subscribers

Contract and Prepaid Market: As of December 31, 2007, the company had 1,416,619 subscribers. Its customers' base consists of contract subscribers, who pay a monthly fee to enroll in one of the company's rate plans and who are invoiced monthly after services have been provided to them; and prepaid customers who purchase in advance cards that contain a specified number of airtime credits that can normally be used within the 180 day period after the prepaid card is activated. Its contract subscribers consist primarily of higher income individuals who use their handsets for both personal and business purposes.

#### Sales and Marketing

Independent Distributors: As of December 31, 2007, the company had 530 independent distributors' points-of-sales, located primarily in metropolitan centers. Its independent retail network includes retail chains, drugstores and supermarkets with points of sale and active sales promotions.

Company Stores: The company sells telecommunications services, handsets and accessories through company-owned stores and kiosks located throughout its area. As of December 31, 2007, the company had 29 company-owned stores.

Distributors and Marketing: The company, as of December 31, 2007, sold prepaid cards at approximately 25,596 points-of-sale located throughout its area, distributing them through national and regional retail franchise chains, supermarkets, lottery ticket stands, newsstands, banking branches and drugstores.

#### Competition

The company's competitors include Vivo Participações S.A.; Telemar Norte Leste S.A.; Telecom Itália Mobile; and Telemar Norte Leste S.A.

#### History

Tele Norte Celular Participacoes S.A. was founded in 1998.

The above Company Fundamental Report is a half-ready report and contents are subject to change. It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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