

Malaysia Telecommunications Report Q4 2016

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Abstracts

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BMI View: Telenor's acquisition of Prabhu Money Transfer fits with the operator's strategy of buying licensed financial services institutions in key regional markets. Regulatory and consumer code compliance competencies are needed by telecoms operators that establish a direct presence in the mobile financial services (MFS) space, so this deal will strengthen Telenor's appeal in some highly competitive markets. A stronger MFS business would help Telenor attract and retain customers and encourage them to make greater use of their smartphones.

Latest Updates & Industry Developments

Mobile subscriptions reached 44.111mn by the end of 2015, a penetration rate of 147.0%. Market leaders Maxis, DiGi and Celcom have outperformed smaller players, despite further winnowing-out of inactive prepaid subscriptions (a net loss of 233,000 was seen in 2015). Subscriptions will reach 47.54mnnb by 2020.

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