

# 3Q14 Armenia Mobile Operator Forecast, 2003 – 2017

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## Abstracts

IEMR's Mobile Operator Forecast on Armenia provides key operational and financial metrics for Armenia's wireless market and is one of the best forecasts in the industry. We provide forecasts at the operator level going out to 2017. We also provide quarterly historical and forecast data starting in 1Q2003 and ending in 3Q2016. Mobile network operators covered for Armenia include: K-Telecom CJSC (VivaCell-MTS), ArmenTel (BeeLine), and Orange Armenia (France Telecom S.A.). Our Mobile Operator Forecasts are updated quarterly and are available for one-time delivery or through regular updates.

IEMR's Global Mobile Operator Forecast covers 50+ metrics on 800+ mobile operators in 200+ countries. Our forecasts are based on our proprietary, country-specific forecasting models. These models deploy multiple regression analysis and cross-impact matrices that estimate relationships between subscriber data, technology use and deployment data, overall economic and demographic changes expected in a particular country; and relate these to company operational and financial metrics.

### Companies Covered in this Country Mobile Operator Forecast

K-Telecom CJSC (VivaCell-MTS)

ArmenTel (BeeLine)

Orange Armenia (France Telecom S.A.) (For this operator, only the subscriber data is available)

Annual Results & Forecasts for each of the above operators is covered in this report for: CY 2003-CY 2017. Quarterly Results & Forecasts are covered for: June 2004 - December 2015

## Contents

Subscribers (000)  
Subscriber growth (YoY %)  
Net subscriber adds (000)  
Net subscriber adds growth (YoY %)  
Monthly churn (%)  
Post-paid subscribers (000)  
Post-paid subscriber growth (YoY %)  
Prepaid subscribers (000)  
Prepaid subscriber growth (YoY %)  
Post-paid % of total subs  
Prepaid/wsl % of total subs  
Post-paid net adds (000)  
Post-paid adds growth (YoY %)  
Prepaid/wsl net adds (000)  
Prepaid/wsl adds growth (YoY %)  
Monthly ARPU (USD)  
Monthly ARPU (EUR)  
ARPU growth (YoY %)  
Data % of service revenues  
Data revenue as a percentage of service revenue  
Non SMS data revenue as a percentage of total revenue  
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Data Revenue EURO  
Data Revenue Local Currency  
Data Revenue non SMS USD  
Data Revenue non SMS EURO  
Data Revenue non SMS Local Currency  
Data Revenue SMS USD  
Data Revenue SMS EURO  
Data Revenue SMS Local Currency  
Voice Revenue USD  
Voice Revenue EURO  
Voice Revenue Local Currency  
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Voice revenue as a percentage of service revenue  
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Outgoing MOU

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SMS Traffic  
Voice Traffic  
Monthly data ARPU (USD)  
Data ARPU growth (YoY %)  
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Voice ARPU growth (YoY %)  
Voice rev per minute (USD)  
Voice RPM growth (YoY %)  
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MOU/sub growth (YoY %)  
Share of total subscribers  
Share of net adds  
Share of post-paid net adds  
Share of prepaid/wsl net adds  
Share of service revenue  
YoY change in revenue share (bps)  
Reported revenue (USD mn)  
Reported revenue (EUR mn)  
Reported revenue growth (YoY %)  
Service revenue (USD mn)  
Service revenue (EUR mn)  
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EBITDA (USD mn)  
EBITDA (EUR mn)  
EBITDA growth (YoY %)  
Capex (USD mn)  
Capex (EUR mn)  
Capex growth (YoY %)  
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EBITDA / service revenue  
Incr EBITDA / Incr service rev  
Capex / reported revenue  
Capex / service revenue  
(EBITDA-capex) / reported revenue  
(EBITDA-capex) / service revenue  
EBITDA margin expansion/contraction (bps)

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