

3Q14 Canada Mobile Operator Forecast, 2003 – 2017

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Abstracts

IEMR's Mobile Operator Forecast on Canada provides over 50 operational and financial metrics for Canada's wireless market and is one of the best forecasts in the industry. We provide five-year forecasts at the operator level going out to 2017. We also provide quarterly historical and forecast data starting in 1Q2003 and ending in 3Q2016. Operators covered for Canada include: Bell Mobility Inc., Rogers Wireless Inc., Telus Mobility, MTS Allstream Inc., SaskTel (Saskatchewan Telecommunications), Virgin Mobile Canada, Videotron G.P., and New Entrants (incl. Mobilicity, Public Mobile, and Wind Mobile). 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

Bell Mobility Inc.

Rogers Wireless Inc.

Telus Mobility

MTS Allstream Inc.

SaskTel (Saskatchewan Telecommunications)

Virgin Mobile Canada

Videotron G.P. (For Videotron, 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
Data Revenue USD
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
SMS data revenue as a percentage of total data revenue
Voice revenue as a percentage of service revenue
Incoming MOU
Outgoing MOU

MMS Traffic
SMS Traffic
Voice Traffic
Monthly data ARPU (USD)
Data ARPU growth (YoY %)
Monthly voice ARPU (USD)
Voice ARPU growth (YoY %)
Voice rev per minute (USD)
Voice RPM growth (YoY %)
MOU per sub (mins/month)
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)
Service revenue growth (YoY %)
EBITDA (USD mn)
EBITDA (EUR mn)
EBITDA growth (YoY %)
Capex (USD mn)
Capex (EUR mn)
Capex growth (YoY %)
EBITDA / reported revenue
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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