

KEY OPERATING STATISTICS OF MAGYAR TELEKOM GROUP

KPI INFORMATION ON MOBILE SERVICES IN HUNGARY, MACEDONIA AND MONTENEGRO ✓

	2014	2015	2015/2014
HUNGARY	31 December	31 December	(% change)
Number of mobile broadband subscriptions	2 016 230	2 211 204	2.8
Population-based outdoor 3G coverage (%)	83.0	83.0	n.a.
Population-based outdoor 4G coverage (%)	78.3	97.3	n.a.
MACEDONIA			
Penetration (%)	106.7	103.7	n.a.
Total number of subscribers	1 197 242	1 229 655	2.7
SIM market share (%)	46.8	47.3	n.a.
MONTENEGRO			
Penetration (%)	163.4	162.6	n.a.
Total number of subscribers	345 863	329 844	(4.6)
SIM market share (%)	34.1	32.7	n.a.

KEY OPERATING STATISTICAL FIGURES OF TELEKOM HUNGARY SEGMENT ✓

	2014	2015	2015/2014
MOBILE SERVICES	31 December	31 December	(% change)
Number of customers (RPC)	4 964 255	4 949 874	(0.3)
Post-paid share in the customer base (%)	50.0	51.5	n.a.
Monthly minutes of use (outgoing)	171	186	8.8
Post-paid average monthly revenue per user	5 760	5 575	(3.2)
Pre-paid average monthly revenue per user	1 292	1 160	(10.2)
Average monthly revenue per user (HUF)	3 489	3 405	(2.4)
Post-paid (%)	11.2	11.1	n.a.
Pre-paid (%)	25.2	25.3	n.a.
Overall churn rate (%)	18.3	18.1	n.a.
Ratio of non-voice revenues in average monthly revenue per user (%)	26.8	30.6	n.a.
Average acquisition cost (SAC) per gross add (HUF)	5 722	6 129	7.1
Number of mobile broadband subscriptions	2 016 230	2 211 204	9.7

KEY OPERATING STATISTICAL FIGURES OF TELEKOM HUNGARY SEGMENT ✓

	2014	2015	2015/2014
	31 December	31 December	(% change)
FIXED-LINE SERVICES			
VOICE SERVICES			
Total voice access	1 418 207	1 398 220	(1.4)
Total outgoing traffic (thousand minutes)	2 781 810	2 624 461	(5.7)
Blended monthly minutes of use (outgoing) ⁽⁸⁾	164	156	(4.8)
Blended average monthly revenue per user (HUF) ⁽⁸⁾	2 587	2 495	(3.6)
INTERNET SERVICES			
Number of retail DSL customers	548 656	575 006	4.8
Number of cable broadband customers	314 592	340 883	8.4
Number of fiber optic connections	58 561	70 063	19.6
Total retail broadband customers	921 809	985 952	7
Broadband average monthly revenue per user (HUF)	3 429	3 503	2.2
TV SERVICES			
Number of IPTV customers	445 044	497 662	11.8
Number of satellite TV customers	306 627	306 312	(0.1)
Number of cable TV customers	172 957	156 118	(9.7)
Total TV customers	924 628	960 092	3.8
Blended TV average monthly revenue per user (HUF)	3111	3 290	5.8
ENERGY SERVICES			
Electricity points of delivery	104 831	106 564	1.7
Gas points of delivery	67 087	7 427	(88.9)

KEY OPERATING STATISTICAL FIGURES OF T-SYSTEMS HUNGARY SEGMENT ✓

	2014	2015	2015/2014
	31 December	31 December	(% change)
MOBILE SERVICES			
Number of customers (RPC)	514 085	554 090	7.8
Average monthly revenue per user (HUF)	3 891	3 578	(8.1)
Overall churn rate (%)	12.4	8.1	n.a.
Ratio of non-voice revenues in average monthly revenue per user (%)	40.4	44.8	n.a.
Average acquisition cost (SAC) per gross add (HUF)	3 883	2 358	(39.3)
Number of mobile broadband internet subscriptions	134 812	148 595	10.2
FIXED-LINE SERVICES			
VOICE SERVICES			
Total voice access	65 098	62 542	(3.9)
Total outgoing traffic (thousand minutes)	259 821	217 354	(16.3)
Monthly minutes of use (outgoing)	322	284	(11.8)
Average monthly revenue per user (HUF)	8 434	7 761	(8.0)

(8) Including PSTN, VoIP and VoCable

KEY OPERATING STATISTICAL FIGURES OF MACEDONIA SEGMENT ✓

	2014	2015	2015/2014
	31 December	31 December	(% change)
MOBILE SERVICES			
Number of customers (RPC)	1 197 242	1 229 655	2.7
Postpaid share in the customer base (%)	35.4	37.3	n.a.
Monthly minutes of use (outgoing)	205	213	3.9
Average monthly revenue per user (HUF)	1 855	1 697	(8.5)

FIXED-LINE SERVICES

MARKET DATA

Fixed-line penetration (%)	12.1	11	n.a.
Retail DSL market share (estimated, %)	82.4	82.4	n.a.

VOICE SERVICES

Total voice access	236 912	224 802	(5.1)
Total outgoing traffic (thousand minutes)	293 487	218 379	(25.6)

INTERNET SERVICES

Number of retail DSL customers	165 052	165 497	0.3
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TV SERVICES

Number of IPTV customers	98 216	103 422	5.3
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KEY OPERATING STATISTICAL FIGURES OF MONTENEGRO SEGMENT ✓

	2014	2015	2015/2014
	31 December	31 December	(% change)
MOBILE SERVICES			
Number of customers (RPC)	345 863	329 844	(4.6)
Post-paid share in the customer base (%)	42.9	47.0	n.a.
Monthly minutes of use (outgoing)	179	181	1.1
Average monthly revenue per user (HUF)	2 790	2 810	0.7

FIXED-LINE SERVICES

MARKET DATA

Fixed-line penetration (%)	23	22	n.a.
Retail DSL market share (estimated, %)	85.8	85.1	n.a.

VOICE SERVICES

Total voice access	148 551	144 466	(2.7)
Total outgoing traffic (thousand minutes)	224 995	193 445	(14.0)

INTERNET SERVICES

Number of DSL access	91 972	90 371	(1.7)
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TV SERVICES

Number of IPTV customers	61 127	60 812	(0.5)
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