



# SUSTAINABILITY REPORT

# 2018



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# KEY OPERATING STATISTICS OF MAGYAR TELEKOM GROUP 2018

## KPI INFORMATION ON MOBILE SERVICES IN HUNGARY AND MACEDONIA ✓

	2017 31 December	2018 31 December	2018/2017 (% change)
<b>HUNGARY</b>			
Number of customers (RPC)	5 293 328	5 329 996	0,7
Number of mobile broadband subscriptions	2 845 079	3 011 938	5,9
Population-based outdoor 3G coverage (%)	86,2	96,5	12,0
Population-based outdoor 4G/LTE coverage (%)	99,0	99,2	0,2
<b>MACEDONIA</b>			
Mobile penetration (%) <sup>(1)</sup>	106,1	105,2	(0,9)
Number of customers (RPC)	1 203 228	1 205 728	0,2
Market share of T-Mobile Macedonia (%) <sup>(1)(2)</sup>	48,6	49,6	2,1

## KEY OPERATING STATISTICAL FIGURES OF TELEKOM HUNGARY SEGMENT ✓

	2017 31 December	2018 31 December	2018/2017 (% change)
<b>MOBILE SERVICES</b>			
Number of customers (RPC)	5 293 328	5 329 996	0,7
Postpaid share in the RPC base (%)	64,5	67,2	4,2
MOU	199	212	6,7
ARPU (HUF)	3 392	3 624	6,8
Postpaid ARPU	4 833	4 950	2,4
Prepaid ARPU	1 073	1 078	0,4
Overall churn rate (%)	17,8	15,5	(12,9)
Postpaid churn (%)	8,0	8,2	2,5
Prepaid churn (%)	33,5	29,5	(11,9)

(1) Data published by Macedonian Agency for Electronic Communications (AEC)

(2) Based on active RPC

(3) Data is based on NMIAH reports

## KEY OPERATING STATISTICAL FIGURES OF TELEKOM HUNGARY SEGMENT ✓

	2017 31 December	2018 31 December	2018/2017 (% change)
Ratio of non-voice revenues in ARPU (%)	39,3	43,6	10,9
Average acquisition cost (SAC) per gross add (HUF)	4 092	4 754	16,2
Number of mobile broadband subscriptions	2 845 079	3 011 938	5,9
<b>FIXED-LINE SERVICES</b>			
<b>VOICE SERVICES</b>			
Total voice customers	1 411 972	1 383 293	(2,0)
Total outgoing traffic (thousand minutes)	2 745 232	2 427 220	(11,6)
Blended MOU (outgoing)	161	145	(9,9)
Blended ARPU (HUF)	2 395	2 267	(5,3)
<b>DATA PRODUCTS</b>			
Blended retail broadband market share (%) <sup>(3)</sup>	37,6	38,3	1,9
Number of retail DSL customers	549 694	542 072	(1,4)
Number of cable broadband customers	370 061	396 091	7,0
Number of fiber optic connections	153 828	209 565	36,2
Total retail broadband customers	1 073 583	1 147 728	6,9
Blended broadband ARPU (HUF)	3 497	3 537	1,1
Number of wholesale DSL access	33 200	28 927	(12,9)
<b>TV SERVICES</b>			
Blended TV market share (%) <sup>(3)</sup>	28,9	30,6	5,9
Number of IPTV customers	628 797	714 980	13,7
Number of satellite TV customers	275 886	263 770	(4,4)
Number of cable TV customers	121 849	108 974	(10,6)
Total TV customers	1 026 532	1 087 724	6,0
Blended TV ARPU (HUF)	3 480	3 479	(0,0)
<b>ENERGY SERVICES</b>			
Electricity points of delivery	0	0	0
Gas points of delivery	0	0	0

**KEY OPERATING STATISTICAL FIGURES OF MACEDONIA SEGMENT ✓**

	2017 31 December	2018 31 December	2018/2017 (% change)
<b>MOBILE OPERATIONS</b>			
Number of customers (RPC)	1 203 228	1 205 728	0,2
Postpaid share in the RPC base (%)	47,2	50,3	6,6
MOU	219	227	3,6
ARPU (HUF)	1 692	1 837	8,5
<b>FIXED-LINE OPERATIONS</b>			
<b>VOICE SERVICES</b>			
Fixed line penetration (%)	10,5	10,6	1,0
Total voice customers	210 889	212 345	0,7
Total outgoing traffic (thousand minutes)	151 862	135 771	(10,6)
<b>DATA AND TV SERVICES</b>			
Number of retail broadband customers	168 552	178 760	6,1
Number of wholesale broadband access	20 965	17 503	(16,5)
Number of total broadband access	189 517	196 263	3,6
Number of IPTV customers	117 481	128 406	9,3