



SUSTAINABILITY REPORT

2017



EGYÜTT. VELED

KEY OPERATING STATISTICS OF MAGYAR TELEKOM GROUP 2017

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

	2016 31 December	2017 31 December	2017/2016 (% change)
HUNGARY			
Total number of subscribers	5 331 986	5 293 328	(0.7)
Number of mobile broadband subscriptions	2 554 703	2 845 079	11.4
Population-based outdoor 3G coverage (%)	86.2	86.2	n.a.
Population-based outdoor 4G coverage (%)	98.0	99.0	n.a.
MACEDONIA			
Penetration (%) ⁽¹⁶⁾	105.8	106.1	n.a.
Total number of subscribers	1 257 887	1 203 228	(4.3)
SIM market share (%) ^{(16) (17)}	50.2	48.6	n.a.

KEY OPERATING STATISTICAL FIGURES OF TELEKOM HUNGARY SEGMENT ✓

	2016 31 December	2017 31 December	2017/2016 (% change)
MOBILE SERVICES			
Number of customers (RPC)	5 331 986	5 293 328	(0.7)
Post-paid share in the RPC base (%)	59.2	64.5	n.a.
MOU	191	199	4.1
Post-paid ARPU	4 873	4 833	(0.8)
Pre-paid ARPU	1 119	1 073	(4.1)
ARPU (HUF)	3 302	3 392	2.7
Post-paid (%)	10.1	8.0	n.a.
Pre-paid (%)	30.7	33.5	n.a.
Overall churn rate (%)	18,7	17.8	n.a.

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

(17) Based on active RPC

(18) Calculation methodology has been changed, data based on NMIAH reports

KEY OPERATING STATISTICAL FIGURES OF TELEKOM HUNGARY SEGMENT ✓

	2016 31 December	2017 31 December	2017/2016 (% change)
Ratio of non-voice revenues in ARPU (%)	34.5	39.3	n.a.
Average acquisition cost (SAC) per gross add (HUF)	6 013	4 092	(31.9)
Number of mobile broadband subscriptions	2 554 703	2 845 079	11.4
FIXED-LINE SERVICES			
VOICE SERVICES			
Total voice customers	1 422 589	1 411 972	(0.7)
Total outgoing traffic (thousand minutes)	2 728 548	2 745 232	0.6
Blended MOU (outgoing)	158	161	1.9
Blended ARPU (HUF)	2 569	2 395	(6.8)
INTERNET SERVICES			
Blended retail broadband market share (%) ⁽¹⁸⁾	37.7	37.6	n.a.
Number of retail DSL customers	566 956	549 694	(3.0)
Number of cable broadband customers	346 557	370 061	6.8
Number of fiber optic connections	102 003	153 828	50.8
Total retail broadband customers	1 015 516	1 073 583	5.7
Blended broadband ARPU (HUF)	3 612	3 497	(3.2)
Number of wholesale DSL access	25 802	33 200	28.7
TV SERVICES			
Blended TV market share (%) ⁽¹⁸⁾	27.4	28.9	n.a.
Number of IPTV customers	550 002	628 797	14.3
Number of satellite TV customers	290 012	275 886	(4.9)
Number of cable TV customers	128 999	121 849	(5.5)
Total TV customers	969 013	1 026 532	5.9
Blended TV ARPU (HUF)	3 332	3 480	4.4
ENERGY SERVICES			
Electricity points of delivery	92 486	0	n.a.
Gas points of delivery	0	0	n.a.

	2016 31 December	2017 31 December	2017/2016 (% change)
KEY OPERATING STATISTICAL FIGURES OF MACEDONIA SEGMENT ✓			
MOBILE SERVICES			
Number of customers (RPC)	1 257 887	1 203 228	(4.3)
Postpaid share in the RPC base (%)	41.9	47.2	n.a.
MOU (outgoing)	215	219	1.9
ARPU (HUF)	1 671	1 692	1.3
FIXED-LINE SERVICES			
MARKET DATA			
Fixed-line penetration (%)	10.8	10.5	n.a.
VOICE SERVICES			
Total voice customers	216 832	210 889	(2.7)
Total outgoing traffic (thousand minutes)	176 369	151 862	(13.9)
INTERNET SERVICES			
Number of retail DSL customers	165 770	168 552	1.7
Number of wholesale DSL access	23 678	20 965	(11.5)
Number of total broadband access	189 448	189 517	0.04
TV SERVICES			
Number of IPTV customers	107 672	117 481	9.1