



### Miscellaneous

\* Asterisks denote mandatory information

Name of Announcer *	SINGTEL
Company Registration No.	199201624D
Announcement submitted on behalf of	SINGTEL
Announcement is submitted with respect to *	SINGTEL
Announcement is submitted by *	Chan Su Shan (Ms)
Designation *	Company Secretary
Date & Time of Broadcast	15-Mar-2013 07:44:39
Announcement No.	00016

### >> Announcement Details

The details of the announcement start here ...

Announcement Title \* SingTel Investor Day 2013 - Telkomsel

Description

#### Attachments

SingTelInvestorDay2013-Telkomsel.pdf

Total size = **1250K**  
(2048K size limit recommended)

Close Window

Jangkauan & Kualitas  
Terluas & Terbaik



by Telkom Indonesia 

# SingTel Investor Day

15 March 2013, Singapore



## Forward Looking Statement

# Disclaimer

This document contains financial conditions and result of operation, and may also contain certain projections, plans, strategies, and objectives of the Company, which would be treated as forward looking statements within the meaning of applicable law.

Forward looking statements, by their nature, involve risk and uncertainty that could cause actual results and development to differ materially from those expressed or implied in these statements.

Telkomsel does not guarantee that any action, which should have been taken in reliance on this document will bring specific results as expected.

# Table of Content

**Company Profile**

**2012 Performance Highlights**

**2013 Market Outlook**

**Telecommunication Market**

**Business Challenges**

**Business Strategies**

**Core Services**

**Mobile Data**

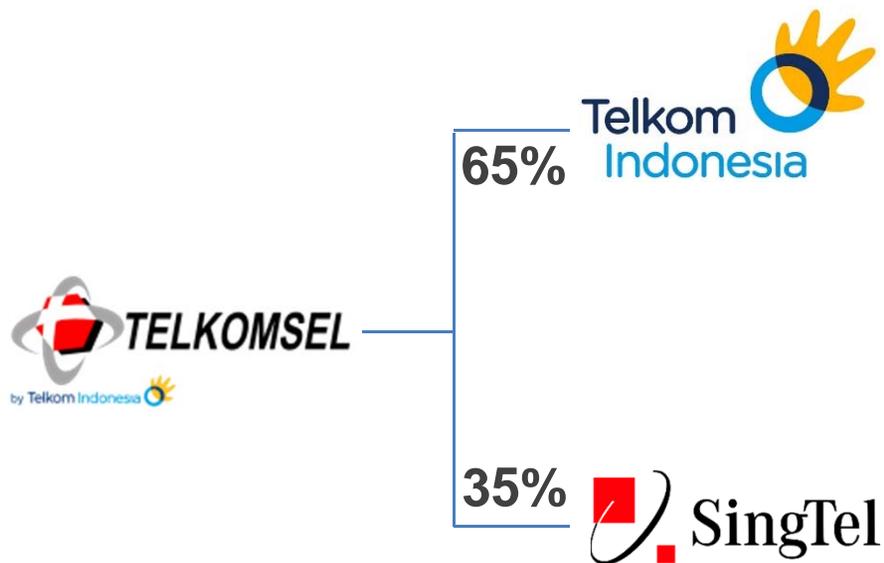
**Customer Experience**

**Digital Services**

**2013 Company Outlook**

# Telkomsel Corporate Profile

## Ownership



## Profile

Telkomsel was established in 1995.

As at December 2012:

- Customer base of 125 million
- 54,297 BTS on-air
- Operates GSM 900, GSM 1800 and UMTS 2100 networks
- 4,557 employees

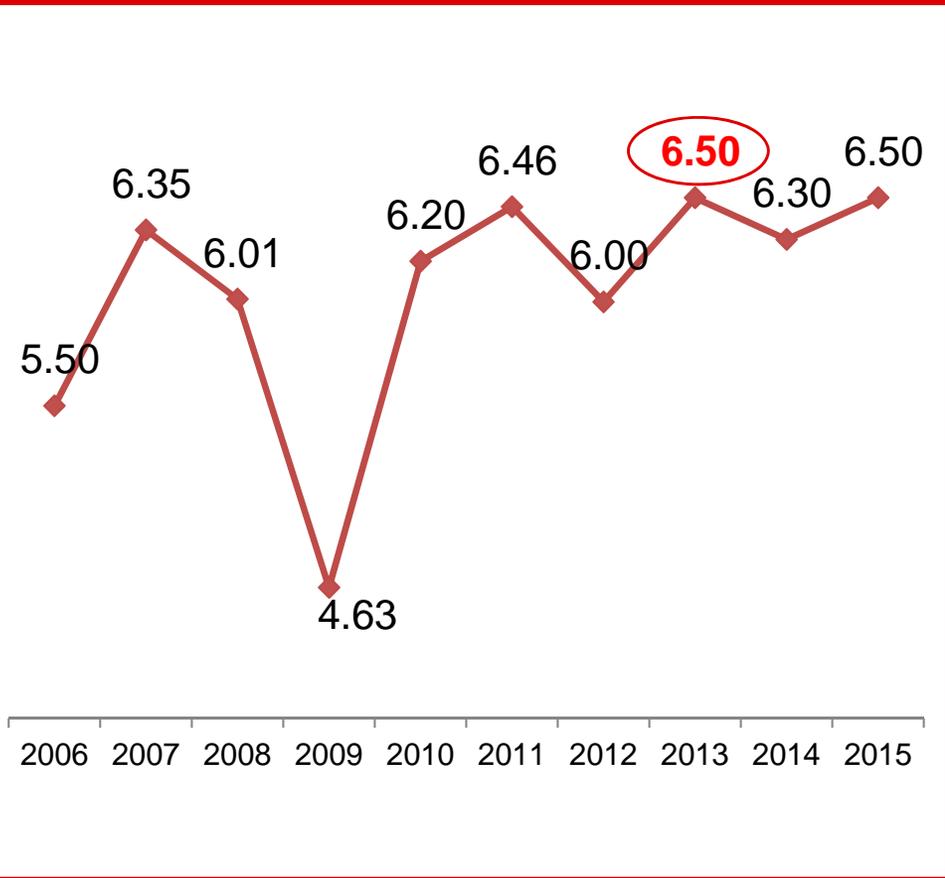
## Highlights of 2012 Performance

# Double Digit Growth

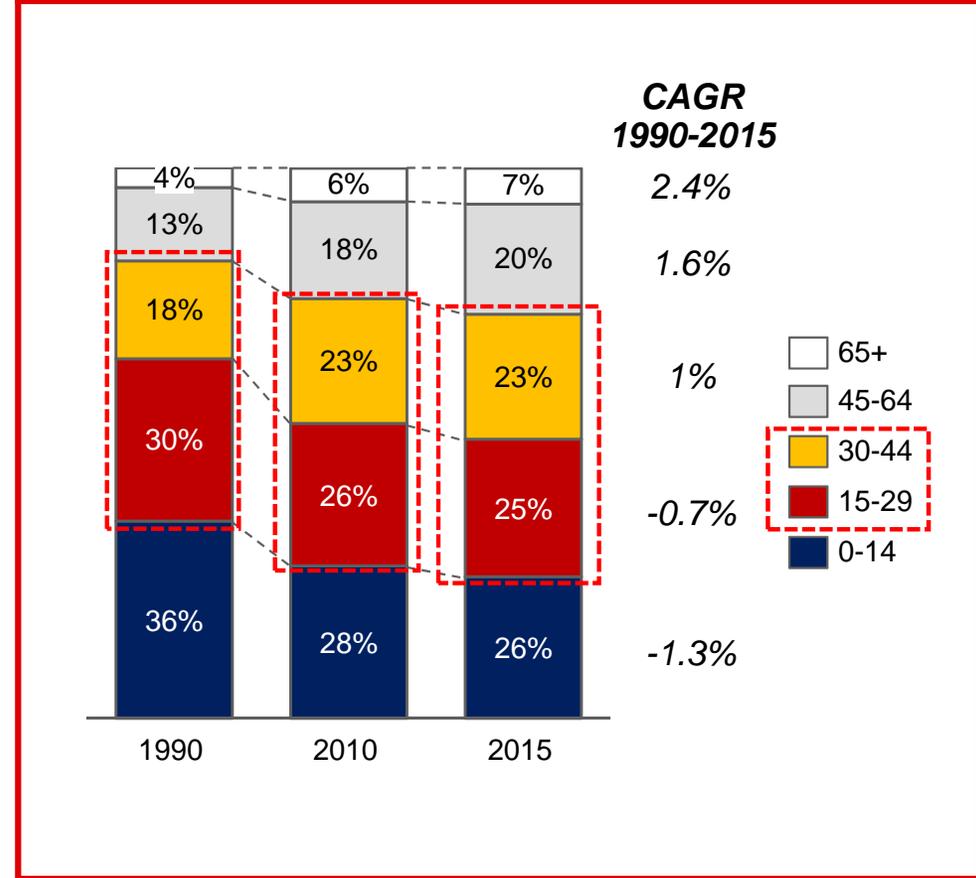
		Growth
<b>1. Revenue</b> growth double digit	Rp.54.5tn	11.9%
<b>2. EBITDA</b> growth double digit EBITDA margin 56.1% (-0.4ppt)	Rp.30.6tn	10.9%
<b>3. Net Income</b> growth double digit Net Income margin 28.9 % (+2.6ppt)	Rp.15.7tn	22.5%
<b>4. Customer</b> growth double digit	125.15mn	16.9%
<b>5. Customer Base Data-Enabled</b> growth double digit	54.6mn	37.1%
<b>6. BTS Roll-out</b> 2G: 5,750; 3G: 5,925 Composition: 2G (49%) 3G (51%)	11,675units	92.5%
<b>7. BTS On-air</b> 2G: 38,864; 3G: 15,433 Composition: 2G (72%) 3G (28%)	54,297units	27.4%

# 2013 Economy and Market Outlook

## Strong Indonesia GDP Growth (%)

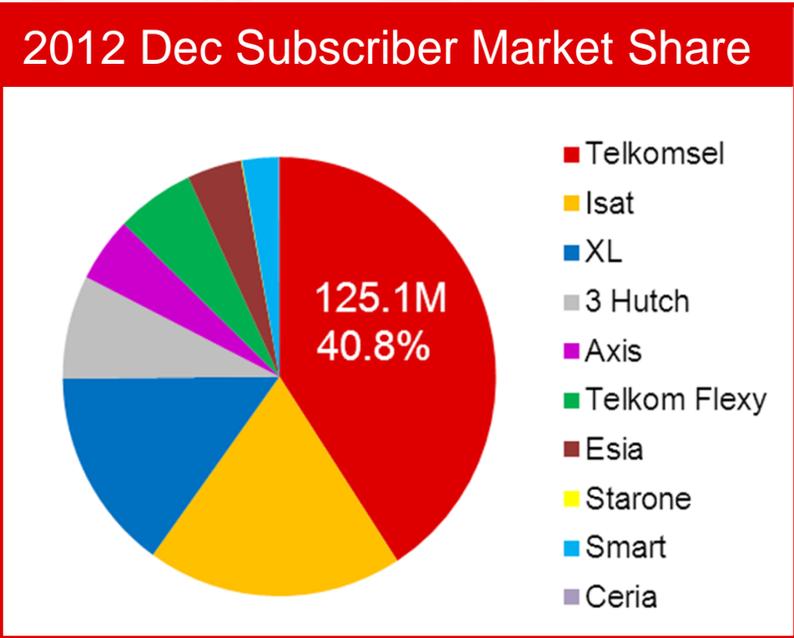
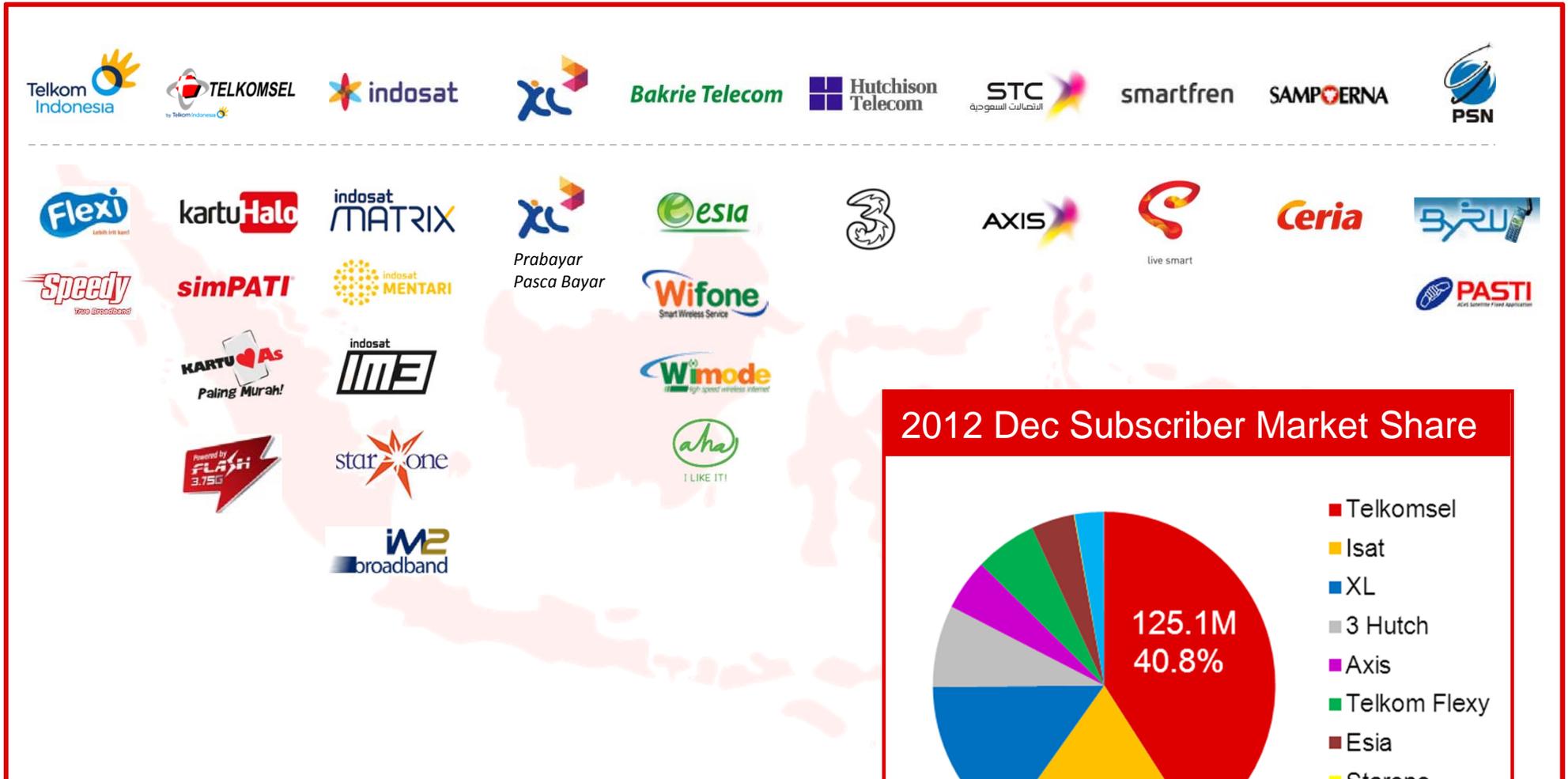


## More than 45% of Indonesia population in 15 - 44 age group



Market

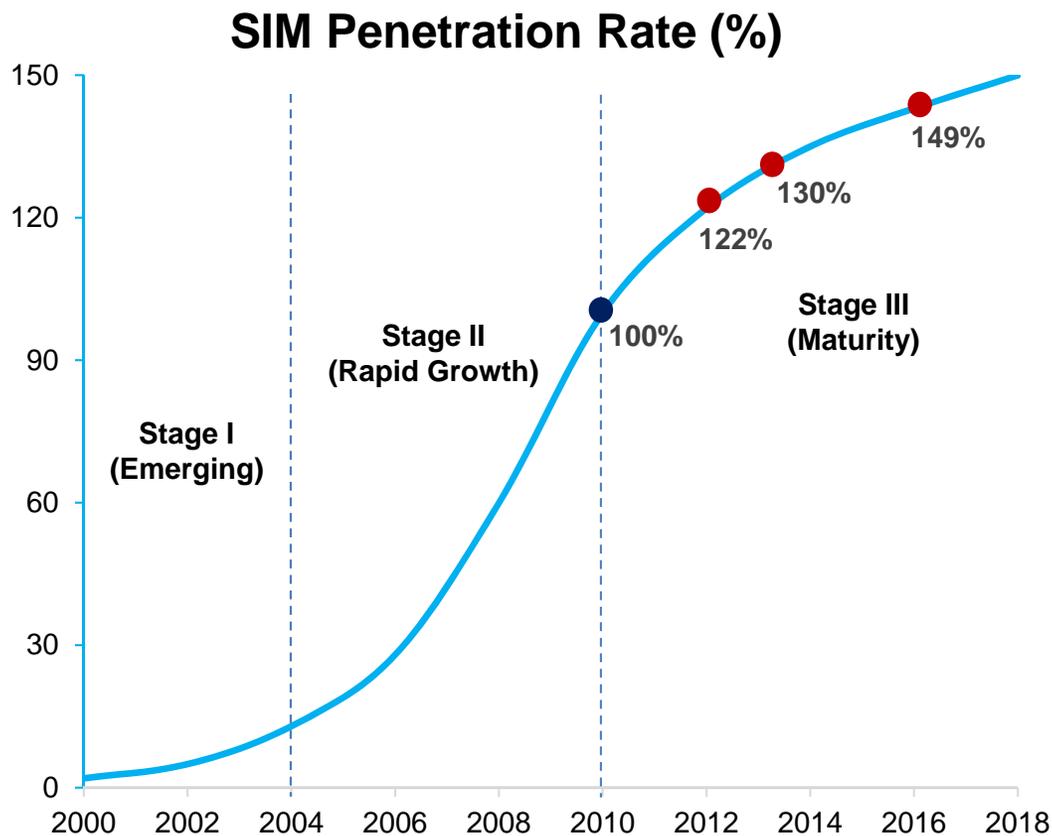
# Indonesian Telecommunication Industry



## Business Challenges

# High SIM Penetration; Low Data Adoption

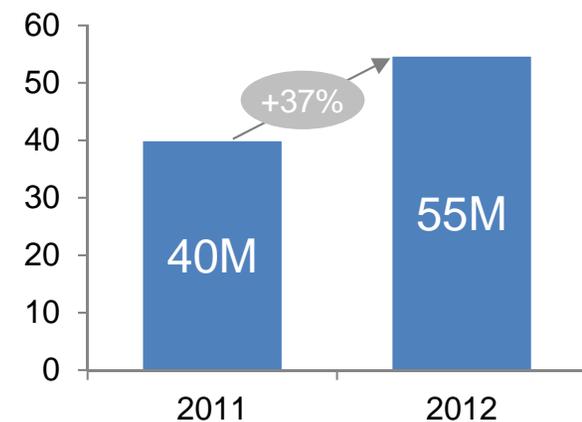
**High SIM penetration, increased churn behaviour and declining wallet share**



**Mobile Data adoption still low, albeit rising**

As at Dec 2012, the number of Telkomsel data users increased 37.0% YoY to 54.6 million, i.e. 43.6% of Telkomsel's customer base are data users.

### Telkomsel Data users



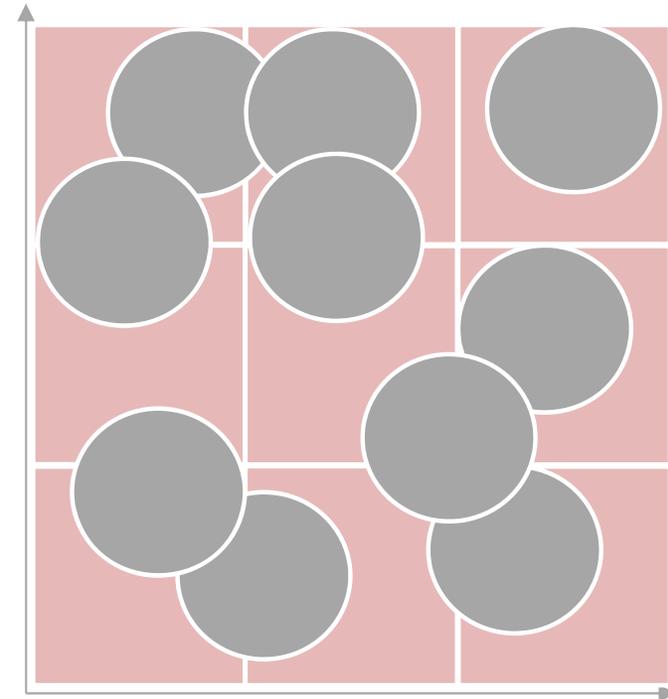
# Strengthen Position in Strategic Segments

## Customer Acquisition



- Build up large customer base to gain economies-of scale

## Yield Optimisation



- Focus on value and margins over quantity

# Accelerate Growth in Mobile Data

## Device



- Partnership with strategic device principals & distributors

## Network



- Invest ahead in high quality data network
- Majority of new BTS will be for 3G
- Acquired 3<sup>rd</sup> 5MHz 3G Frequency

## Applications



- Leverage on top and emerging applications

# Enhance User Experience across all Services

## Network



Continue Leadership in  
Network Quality and Coverage

## Usage



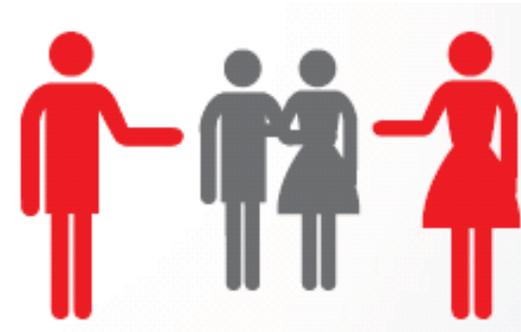
- More Channels to Access Services
- Additional Notifications and Checks to improve Transparency & Trust

## Billing



Improved Offers through new Billing  
Solutions and Simplicity

## Service



Personalized Service for  
Premium Segments

# New Growth Engine – Digital Services

## Advertising



- Establish a leading mobile advertising business

## Payment



- Create a proximity and remote payments business

## Digital Lifestyle



- Enter digital lifestyle business
- Synergy with parents

# Continue to Deliver Value to Shareholders

## Revenue Growth

- In line with or better than the market

## EBITDA Margin

- Stable or slight decline

## Capex

- Same level as 2012 (IDR 12 trillion)
- 70% of new BTS will be for 3G

**End of Presentation**

