

Evolving landscape of the Indonesian Telecoms Market

~ *Frost & Sullivan* to organise a Telecom summit in Jakarta in association with MASTEL ~

Jakarta, Indonesia, October 22 2009 – Indonesia's wireless communications market has made significant progress over the last five years. By the end of 2008 there were over 150 million mobile devices active in the market and industry revenues grew to nearly US\$80 billion. Indonesia is also one of the most competitive markets in the region with 11 mobile operators, which is rivaled only by India.

With abundance of growth opportunities spread across Indonesia's telecom landscape, robust subscriber and revenue growth is bound to continue in Indonesia. In a bid to explore this potential and dissect the growth pie, *Frost & Sullivan* returns to Indonesia with the **2nd annual Indonesia Telecoms International Summit**, which will be held from **November 11-12, 2009** in Jakarta.

Held in association with MASTEL, the summit will focus on nationwide broadband connectivity. MASTEL will give the opening remarks at the summit on November 11 followed by a CEO round-table discussion on wireless broadband vision for Indonesia.

One of the key highlights at the event is the *Frost & Sullivan* expert presentation on the Indonesian telecoms market outlook 2009-2012. This two-day summit will also highlight the policies, plans, priorities, key initiatives for nationwide broadband access and digital convergence, discuss operator growth strategies to capture the potential of the vast domestic rural market and illustrate how to maximize the value of smart phones to create new business and service opportunities.

Marc Einstein, Industry Manager for ICT practice at *Frost & Sullivan* elaborates on the pressing issues that Indonesian operators are currently grappling with. "Despite the significant growth potential in mobile subscribers and revenues growth, the Indonesian market has far too many mobile operators at the moment and consolidation will happen within the next year. The Indonesian market price-war seems to have subsided, and the operators will have to move on from 2G business models to 3G ones."

Einstein notes that operators in Indonesia have seen phenomenal growth in mobile data usage driven by smartphones and USB dongles, but will have to manage pricing and marketing strategies appropriately to manage costs and ensure profitable growth. On the other end, Einstein is positive that fixed-to-mobile substitution will continue to grow. "The fixed line base is likely to continue to decrease as prepaid wireless tariffs are considerably lower than fixed line rates."

The two-day conference aims to bring together stakeholders in the Indonesian Telecoms industry to network & share their experience and also discuss the opportunities and challenges in the emerging, high-growth market. It promises a program that is not only informative and interactive but one that is designed to provide a holistic view of the telecoms market in Indonesia, offering a more meaningful learning experience for all delegates.

The summit will incorporate an awards banquet that will recognise the exemplary leadership and outstanding performance of the telecom players in Indonesia. Into its second year, the **2009 Frost & Sullivan Indonesia Telecoms Awards** will present 9

prestigious titles in three award categories to the deserving players in the nation's telecoms field.

The following titles will be presented at this luncheon awards that will be in session on day one of the summit on **11 November 2009**.

Vendor category

- ⇒ Wireline Telecom Equipment Vendor of the Year
- ⇒ Wireless Telecom Equipment Vendor of the Year

Service Provider category

- ⇒ Data Communications Service Provider of the Year
- ⇒ Broadband Service Provider of the Year
- ⇒ Mobile Data Service Provider of the Year
- ⇒ Mobile Service Provider of the Year

Best of the best category

- ⇒ Market Challenger of the Year (Wireless)
- ⇒ Market Challenger of the Year (Data Communications)
- ⇒ Service Provider of the Year

For a detailed summit program agenda and speaker list, please visit, www.frost-indotelecom.com For more information on the awards please visit, www.indonesiatelecomsawards.com

The summit will be held in association with MASTEL. Qualcomm is the platinum sponsor for the summit, Clarity and Convergys are the gold sponsors while ECI is the technology workshop sponsor. Cisco, Dialogic, Elite Core and SAP are the partner sponsors for the summit.

The official newspaper partner for the summit and awards is the Wall Street Journal Asia, PR Newswire is the official newswire, Telecom Asia, and Wireless Asia are the official media partners. Media partners for the summit and awards banquet are Strategic Path Asia and ZDNet Asia and the supporting associations are GSA, GSMA Mobile Broadband, Mobile Monday Indonesia, UMTS Forum and Wireless Industry Partnership.

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MEDIA CONTACTS:

Neethiya Sadagopal
E: neethiya.sadagopal@frost.com
P: +65.6890.0966

Agnes Agastia
E: agnes.agastia@frost.com
P: +62.215710838