



“Orange Armenia” CJSC Report on the Main Economic and Technical Indicators of Mobile Services for 2012 1st Q

	Technical and economic indicators	u/m	Amount	(*)
1	Operating revenues, including:	k AMD	4,342,479	
1.1	revenues from mobile communication and associated activity	k AMD	4,342,479	
1.1.1	from voice services	k AMD	1,620,982	
1.1.2	from VAS (excluding revenue from data)	k AMD	69,337	
1.1.3	from data services	k AMD	1,684,673	
1.1.4	from International roaming revenue (own subscribers)	k AMD	33,803	
1.1.5	from international roaming revenue (subscribers from abroad)	k AMD	65,685	
1.1.6	revenue from interconnection	k AMD	608,970	
1.1.7	from sales of equipment and accessories	k AMD	250,815	
1.1.8	other revenues	k AMD	8,214	
1.2	other operating revenues	k AMD	n/a	
2	Non-operating revenues	k AMD	52,911	
3	Capital expenses (CAPEX)	k AMD	932,790	
4	Operating expenses (OPEX), including:	k AMD	(5,761,215)	
4.1	interconnection and line rental expenses	k AMD	(843,160)	
4.2	advertising and marketing expenses	k AMD	(583,299)	
4.3	dealer commissions	k AMD	(507,903)	
4.4	payroll expenses	k AMD	(675,134)	
4.5	other expenses	k AMD	(3,151,719)	
5	Operating Income Before Depreciation Amortization (OIBDA)	k AMD	(1,418,736)	
6	Depreciation of fixed assets and amortization of intangible assets	k AMD	(822,835)	
7	Profit before taxation	The information contained in paragraphs 7 and 8 for every year is published before 1 November of the year following that year		
8	Profit after taxation			
9	Mobile connection indicators			
9.1	Number of active subscribers (at the end of the reporting period)	subscriber	563,905	
9.1.1	prepaid subscribers	subscriber	429,185	
9.1.2	postpaid subscribers	subscriber	56,690	
9.1.3	Broadband Internet subscribers (other than by phone)	subscriber	78,030	
9.1.4	Subscribers using data services (by phone)	subscriber	n/a	
9.2	Average revenue per active user (ARPU)			
9.2.1	prepaid subscribers	AMD	1,454	
9.2.2	postpaid subscribers	AMD	4,884	
9.2.3	Broadband Internet subscribers (other than by phone)	AMD	5,951	
9.2.4	Subscribers using other data services	AMD	n/a	
9.3	Average traffic per user (including interconnection and incoming roaming) (MoU, Mb OU)			
9.3.1	prepaid subscribers	minute	182	324
9.3.2	postpaid subscribers	minute	312	499
9.3.3	Broadband Internet subscribers (other than by phone)	MB	10,144	
9.3.4	Subscribers using other data services	MB	n/a	



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9.4	Unit price (including interconnection and incoming roaming) (APPM)			
9.4.1	prepaid subscribers	AMD	8.0	4.0
9.4.2	postpaid subscribers	AMD	16.0	10.0
9.4.3	Broadband Internet subscribers (other than by phone)	AMD	0.6	
9.4.4	Subscribers using other data services	AMD	n/a	
9.5	New activations			
9.5.1	prepaid subscribers	subscriber	82,803	
9.5.2	postpaid subscribers	subscriber	16,501	
9.5.3	Broadband Internet subscribers (other than by phone)	subscriber	15,528	
9.5.4	Subscribers using other data services	subscriber	n/a	
9.6	Churn			
9.6.1	prepaid subscribers	subscriber	-26%	
9.6.2	postpaid subscribers	subscriber	-7%	
9.6.3	Broadband Internet subscribers (other than by phone)	subscriber	-17%	
9.6.4	Subscribers using other data services	subscriber	n/a	

* including incoming calls