

Enhancing ARPU

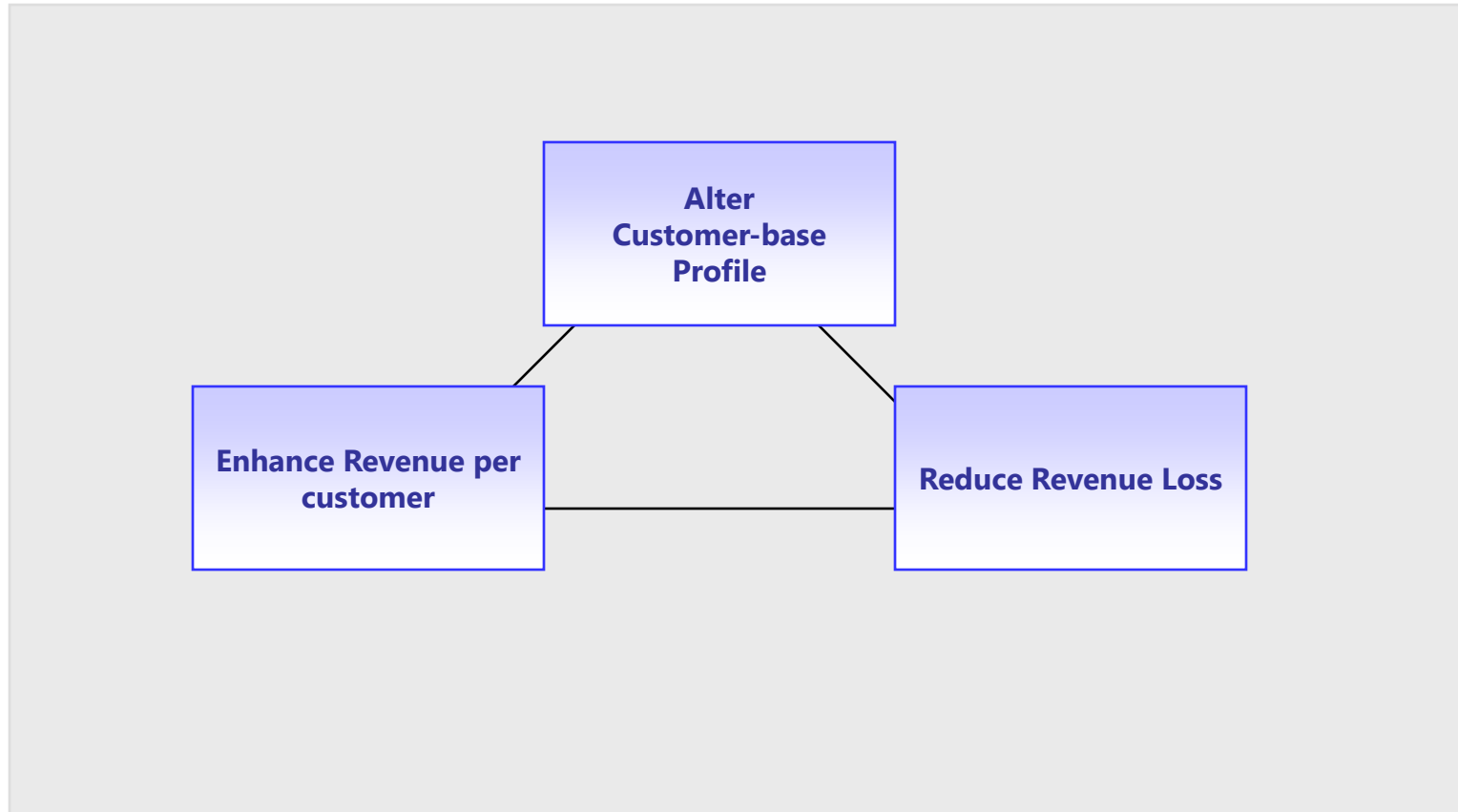


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Math Quotient Services Private Ltd.

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MQ Model on ARPU Enhancement





Alter Customer-base Profile

Examples of Initiative Areas

Alter Customer-base Profile

Enhance Revenue
per customer

Reduce Revenue
Loss

**"Keep" your high
value customers**

- Reduction in high-value Customer Churn Rate

- Locking in high-Value Customers for future high ARPU generating services

**Enhance share of
high-value subs in
incremental
acquisitions**

- Subsidizing High-end Phones/ Mobile Devices

**Up-gradation of low-
value Customer**

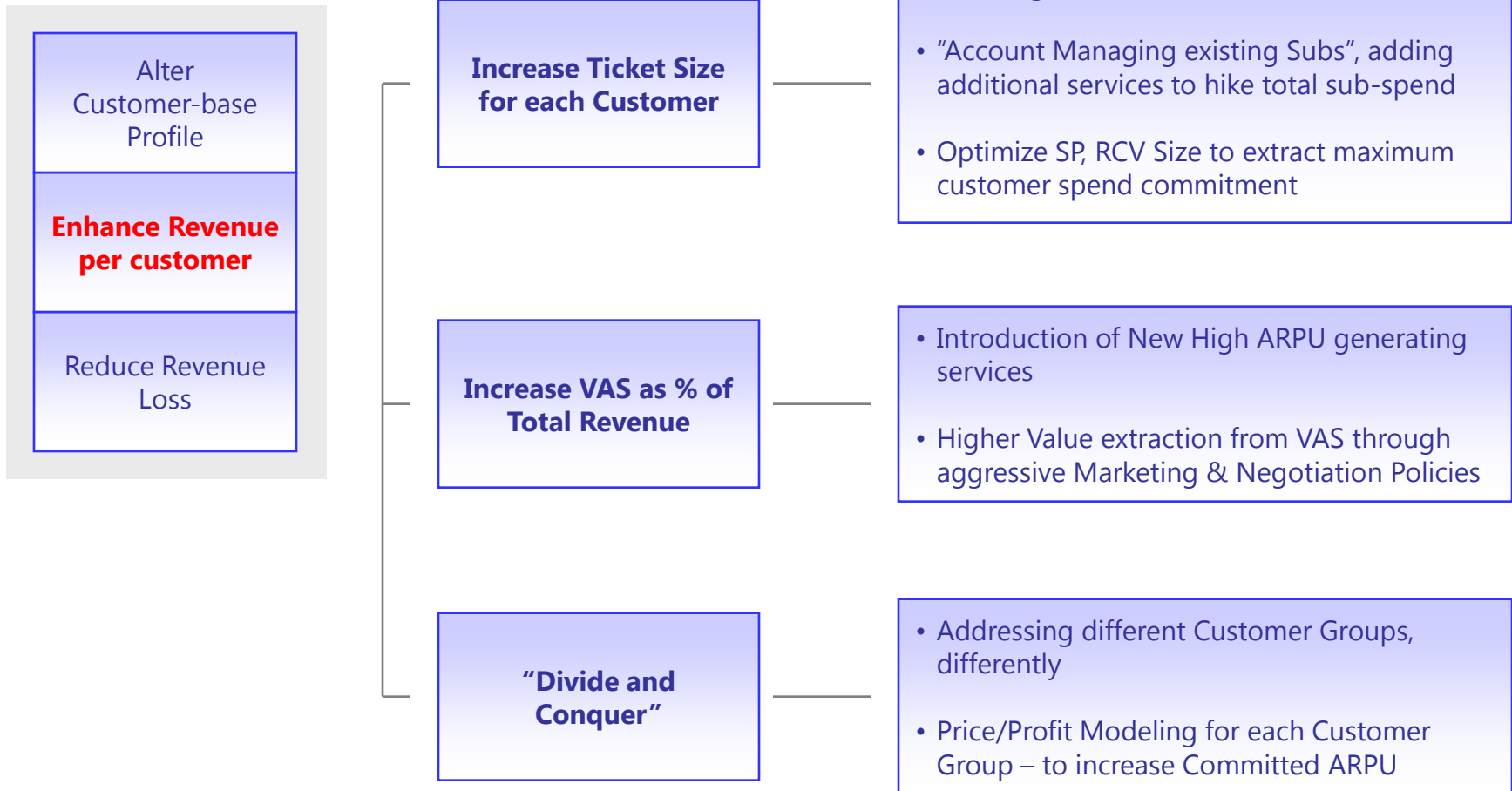
- Upgrade / cross sell new services to Low-value Customers

- Encourage usage for Inactive Customers



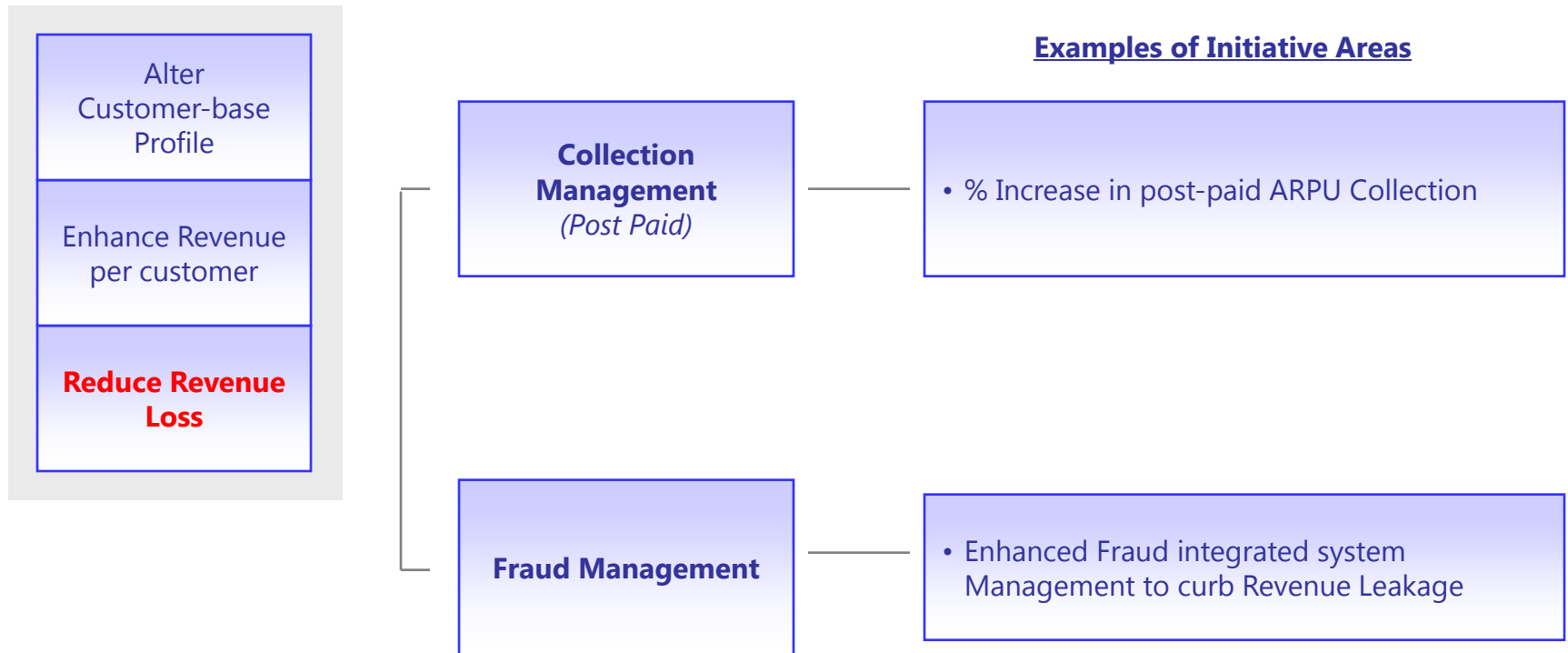
Enhance Revenue per customer

Examples of Initiative Areas





Reduce Revenue Loss





Thank You
