



“Orange Armenia” CJSC Report on the Main Economic and Technical Indicators of Mobile Services for 2012 3rd Q

	Technical and economic indicators	u/m	Amount	(*)
1	Operating revenues, including:	k AMD	5,493,829	
1.1	revenues from mobile communication and associated activity	k AMD	5,493,829	
1.1.1	from voice services	k AMD	2,205,969	
1.1.2	from VAS (excluding revenue from data)	k AMD	65,037	
1.1.3	from data services	k AMD	1,662,012	
1.1.4	from International roaming revenue (own subscribers)	k AMD	147,982	
1.1.5	from international roaming revenue (subscribers from abroad)	k AMD	143,152	
1.1.6	revenue from interconnection	k AMD	913,060	
1.1.7	from sales of equipment and accessories	k AMD	333,581	
1.1.8	other revenues	k AMD	23,036	
1.2	other operating revenues	k AMD	n/a	
2	Non-operating revenues	k AMD	278,035	
3	Capital expenses (CAPEX)	k AMD	1,686,040	
4	Operating expenses (OPEX), including:	k AMD	(6,164,153)	
4.1	interconnection and line rental expenses	k AMD	(1,186,761)	
4.2	advertising and marketing expenses	k AMD	(517,210)	
4.3	dealer commissions	k AMD	(561,425)	
4.4	payroll expenses	k AMD	(672,959)	
4.5	other expenses	k AMD	(3,225,798)	
5	Operating Income Before Depreciation Amortization (OIBDA)	k AMD	(670,324)	
6	Depreciation of fixed assets and amortization of intangible assets	k AMD	(821,490)	
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	593,950	
9.1.1	prepaid subscribers	subscriber	399,158	
9.1.2	postpaid subscribers	subscriber	114,759	
9.1.3	Broadband Internet subscribers (other than by phone)	subscriber	80,033	
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	1,947	
9.2.2	postpaid subscribers	AMD	3,056	
9.2.3	Broadband Internet subscribers (other than by phone)	AMD	5,787	
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	206	357
9.3.2	postpaid subscribers	minute	190	302
9.3.3	Broadband Internet subscribers (other than by phone)	MB	10,678	
9.3.4	Subscribers using other data services	MB	n/a	



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	Technical and economic indicators	u/m	Amount	(*)
9.4	Unit price (including interconnection and incoming roaming) (APPM)			
9.4.1	prepaid subscribers	AMD	9.0	5.0
9.4.2	postpaid subscribers	AMD	16.0	10.0
9.4.3	Broadband Internet subscribers (other than by phone)	AMD	0.5	
9.4.4	Subscribers using other data services	AMD	n/a	
9.5	New activations			
9.5.1	prepaid subscribers	subscriber	77,372	
9.5.2	postpaid subscribers	subscriber	18,974	
9.5.3	Broadband Internet subscribers (other than by phone)	subscriber	14,295	
9.5.4	Subscribers using other data services	subscriber	n/a	
9.6	Churn			
9.6.1	prepaid subscribers	subscriber	-20%	
9.6.2	postpaid subscribers	subscriber	-51%	
9.6.3	Broadband Internet subscribers (other than by phone)	subscriber	-15%	
9.6.4	Subscribers using other data services	subscriber	n/a	

* including incoming calls