



“Orange Armenia” CJSC Report on the Main Economic and Technical Indicators of Mobile Services for 2014 1st Q

	Technical and economic indicators	u/m	Amount
1	Operating revenues, including:	k AMD	5,405,028
1.1	revenues from mobile communication and associated activity	k AMD	5,405,028
1.1.1	from voice services	k AMD	2,320,198
1.1.2	from VAS (excluding revenue from data), including:	k AMD	98,872
	from short and multimedia messages (SMS and MMS)	k AMD	97,064
	other	k AMD	1,808
1.1.3	from data services, including:	k AMD	1,749,446
	broadband Internet access services through USB modems (other than by phone)	k AMD	1,448,985
	mobile communication network services (through handsets)	k AMD	300,461
	other	k AMD	n/a
1.1.4	from short and multimedia messages (SMS and MMS)	k AMD	76,857
1.1.5	from international roaming revenue (own subscribers)	k AMD	100,417
1.1.6	from international roaming revenue (subscribers from abroad)	k AMD	89,302
1.1.7	revenue from interconnection, including:	k AMD	653,184
	from voice services	k AMD	642,995
	from short and multimedia messages (SMS and MMS)	k AMD	10,189
1.1.8	revenues from line rental services	k AMD	n/a
1.1.9	from sales of equipment and accessories	k AMD	282,031
1.1.10	other revenues	k AMD	34,721
2	Operating expenses, including:	k AMD	(5,159,331)
2.1	interconnection expenses	k AMD	(900,681)
2.2	line rental expenses	k AMD	(145,419)
2.3	advertising and marketing expenses	k AMD	(484,034)
2.4	dealer commissions	k AMD	(334,099)
2.5	payroll expenses	k AMD	(752,181)
2.6	mobile network exploitation and maintenance expenses	k AMD	(427,278)
2.7	other expenses	k AMD	(2,115,639)
3	Operating Income Before Depreciation Amortization (OIBDA)	k AMD	245,697
4	Depreciation of fixed assets and amortization of intangible assets	k AMD	(1,189,438)
5	Other operating income	k AMD	228,447
6	Non-operating income	k AMD	(98,374)
6.1	Financial income	k AMD	9,283
6.2	Financial expenses	k AMD	(12,796)
6.3	Gain/loss from exchange rate differences	k AMD	(34,542)
6.4	Other Non-Operating revenues/expenses	k AMD	(60,319)
7	Profit before taxation	k AMD	(813,668)
8	Capital expenses	k AMD	599,681



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	Technical and economic indicators	u/m	Amount
9	Mobile connection indicators		
9.1	Number of active subscribers (at the end of the reporting period)		
9.1.1	prepaid subscribers	subscriber	372,445
9.1.2	postpaid subscribers	subscriber	144,628
9.1.3	Broadband Internet subscribers (other than by phone)	subscriber	106,072
9.1.4	Subscribers using data services (by phone)	subscriber	266,050
9.2	Average revenue per active user (ARPU)		
9.2.1	prepaid subscribers	AMD	1,500
9.2.2	postpaid subscribers	AMD	4,282
9.2.3	Broadband Internet subscribers (other than by phone)	AMD	4,606
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	161
9.3.2	postpaid subscribers	minute	355
9.3.3	Broadband Internet subscribers (other than by phone)	MB	15,265
9.3.4	Subscribers using other data services	MB	n/a
9.4	Unit price (including interconnection and incoming roaming) (APPM)		
9.4.1	prepaid subscribers	AMD	9.0
9.4.2	postpaid subscribers	AMD	12.0
9.4.3	Broadband Internet subscribers (other than by phone)	AMD	0.3
9.4.4	Subscribers using other data services	AMD	n/a
9.5	New activations		
9.5.1	prepaid subscribers	subscriber	44,508
9.5.2	postpaid subscribers	subscriber	15,283
9.5.3	Broadband Internet subscribers (other than by phone)	subscriber	20,998
9.5.4	Subscribers using other data services	subscriber	n/a
9.6	Churn		
9.6.1	prepaid subscribers	subscriber	(52,053)
9.6.2	postpaid subscribers	subscriber	(8,004)
9.6.3	Broadband Internet subscribers (other than by phone)	subscriber	(13,236)
9.6.4	Subscribers using other data services	subscriber	n/a

- 1) The information for each quarter is provided before the 30th of the second month following that quarter.
- 2) Amounts are shown without VAT.
- 3) The indicators included in the table are calculated based on the international Accounting Standards operating in the Republic of Armenia.