



“Orange Armenia” CJSC Report on the Main Economic and Technical Indicators of Mobile Services for 2014 2nd Q

	Technical and economic indicators	u/m	Amount
1	Operating revenues, including:	k AMD	5,598,652
1.1	revenues from mobile communication and associated activity	k AMD	5,598,652
1.1.1	from voice services	k AMD	2,399,178
1.1.2	from VAS (excluding revenue from data), including:	k AMD	87,954
	from short and multimedia messages (SMS and MMS)	k AMD	86,251
	other	k AMD	1,703
1.1.3	from data services, including:	k AMD	1,684,596
	broadband Internet access services through USB modems (other than by phone)	k AMD	1,376,567
	mobile communication network services (through handsets)	k AMD	308,029
	other	k AMD	-
1.1.4	from short and multimedia messages (SMS and MMS)	k AMD	69,332
1.1.5	from international roaming revenue (own subscribers)	k AMD	111,562
1.1.6	from international roaming revenue (subscribers from abroad)	k AMD	99,508
1.1.7	revenue from interconnection, including:	k AMD	770,892
	from voice services	k AMD	759,073
	from short and multimedia messages (SMS and MMS)	k AMD	11,819
1.1.8	revenues from line rental services	k AMD	-
1.1.9	from sales of equipment and accessories	k AMD	304,459
1.1.10	other revenues	k AMD	71,171
2	Operating expenses, including:	k AMD	(5,541,586)
2.1	interconnection expenses	k AMD	(1,036,179)
2.2	line rental expenses	k AMD	(116,322)
2.3	advertising and marketing expenses	k AMD	(531,650)
2.4	dealer commissions	k AMD	(302,976)
2.5	payroll expenses	k AMD	(603,651)
2.6	mobile network exploitation and maintenance expenses	k AMD	(432,807)
2.7	other expenses	k AMD	(2,518,001)
3	Operating Income Before Depreciation Amortization (OIBDA)	k AMD	57,066
4	Depreciation of fixed assets and amortization of intangible assets	k AMD	(1,054,479)
5	Other operating income	k AMD	328,828
6	Non-operating income	k AMD	132,853
6.1	Financial income	k AMD	3,716
6.2	Financial expenses	k AMD	(18,985)
6.3	Gain/loss from exchange rate differences	k AMD	20,829
6.4	Other Non-Operating revenues/expenses	k AMD	127,293
7	Profit before taxation	k AMD	(535,732)
8	Capital expenses	k AMD	1,406,813



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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	364,632
9.1.2	postpaid subscribers	subscriber	143,382
9.1.3	Broadband Internet subscribers (other than by phone)	subscriber	109,345
9.1.4	Subscribers using data services (by phone)	subscriber	254,319
9.2	Average revenue per active user (ARPU)		
9.2.1	prepaid subscribers	AMD	1,578
9.2.2	postpaid subscribers	AMD	4,593
9.2.3	Broadband Internet subscribers (other than by phone)	AMD	4,315
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	159
9.3.2	postpaid subscribers	minute	383
9.3.3	Broadband Internet subscribers (other than by phone)	MB	14,862
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	10.0
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	44,862
9.5.2	postpaid subscribers	subscriber	13,271
9.5.3	Broadband Internet subscribers (other than by phone)	subscriber	15,311
9.5.4	Subscribers using other data services	subscriber	n/a
9.6	Churn		
9.6.1	prepaid subscribers	subscriber	(56,495)
9.6.2	postpaid subscribers	subscriber	(10,697)
9.6.3	Broadband Internet subscribers (other than by phone)	subscriber	(12,038)
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.