



Executive Overview:

- Starcomms Plc, Nigeria's largest CDMA 3G mobile network with more than 3.2M subscribers is a provider of innovative Telecommunication solutions for Mobile and Fixed wireless telephony & Broadband Data market segments.
- Starcomms is the leading "triple-play" (Mobile & Fixed wireless voice and wireless Broadband), provider of innovative and value added telecommunications services to the Nigerian retail and corporate market.
- Starcomms is currently operational in 38 major cities covering 182 towns in all the six regions of Nigeria
- Starcomms has a subscriber base of over 3.2million and still growing. Starcomms has over 700 base stations, 2,150Km of transmission backbone across Nigeria with a fully IP-Centric NGN network nodes
- Starcomms has a 10-year renewable Unified Access License (with International Gateway license) that is technology neutral with 10MHz of national contiguous spectrum in the 1900MHz frequency range

Achievements and Awards:

- 1st CDMA 3G Mobile Network in Nigeria.
- 1st Operator to launch 3G EV-DO Rev. 0 Network in Nigeria and West Africa.
- 1st Operator to launch 3G EV-DO Rev. A broadband services in Nigeria.
- 1st CDMA Network to cross 1,2&3-million subscriber base mark in Nigeria.
- 1st to launch wireless mobile Data & Mobile broadband services since 2002.
- 1st CDMA Company to introduce the unified number service 0702-8/9 in Nigeria.
- 1st CDMA Operator to introduce the use of RUIM cards.
- 1st & only CDMA Operator to launch a wide range of VAS services with the brand FunBox.
- 1st CDMA Operator to launch instant messenger on mobiles in Nigeria.
- 1st to launch a Fixed-Wireless Cordless product in Nigeria.
- 1st & only Telecom operator to list publicly on the Nigerian Stock exchange in July 2008.
- 1st & only Telecom operator to provide linking to worlds acclaimed social networking sites like: -Facebook and Twitter via SMS on Starcomms phones.
- 1st Telecom operator to provide convenient options of Data renewal options through SMS mode and on online payment options.
- 1st operator to introduce listen to Holy bible & Holy Quran on phone
- 1st CDMA to introduce Location Based Service (StarTrack) to subscribers
- 1st 1900MHz CDMA operator to be OMH compliant
- In 2007 Starcomms was named both Nigerian Telecoms Company of the Year (Nigeria Telecoms Awards) and Nigerian Wireless Telecoms Company of the Year (Nigeria Information Technology and Telecoms Awards). We also won CEO of the year award in addition to our Chairman receiving lifetime achievement award.
- Starcomms has again been named the CDMA Operator of the Year 2008 while one of its products; IZAP clinched the Best Internet Product of the same year.
- Starcomms continuously strives to enhance customer experience with affordable tariff plans, VPN solution for corporate, bouquet of VAS services like 'dash me credit' (airtime transfer over the phone), Talk your text (voice SMS), voice conferencing involving up to 30 users at a time from different locations- bridging communication gaps, SMS2Email service for sending and receiving mail with the ease of SMS, a first for any CDMA operator in Nigeria. Starcomms is a clear leader in the introduction of innovative

services that enhance the lifestyle of users.

- Starcomms is lead by a management team with proven track record internationally and in Africa
- Starcomms has a diverse and strong board with strong commitment to corporate governance and ethics
- In 2009 Starcomms was awarded with whitehat network by spamhaus, West Africa Best CDMA 3G Mobile Telecomms Network of the year 2009 (Institute Of Direct marketing of Nigeria) also named Best CDMA company of the year 2009, Best internet product of the year 2009 second time running, Nigeria Telecom CEO of the year 2009 (Nigeria information Technology and Telecom Awards), The Best alternative operator West Africa (Africa Telecom People Award 2009) and CDMA operator of the year 2009 (Beacon of ICT awards by Nigeria communications week)
- In 2010 Starcomms was awarded Telecom Personality of the year (Top Celebrities Achievers Award), and also Certificate of excellence (CDMA telephony) 2010/2011 Superbrand awards.

Market:

Starcomms products and services target both retail and corporate market segments across Nigeria. We are leaders in Fixed-Wireless service for both residential and business segments with over 60% market share. We are leaders in Broadband services for Retail, SME, SoHo and corporate segments. We have the largest market share of last-mile connectivity solution in the financial and banking sectors enabling ATMs, POSs and VPN solutions.

Services:

- Mobile voice services Fixed-Wireless voice services branded Talkie
- VPN services and Banking Terminal last-mile solutions
- Mobile and Fixed (broadband and internet services)
- A range of innovative value added services branded 'FunBox'

Starcomms Advantage:

- State of the art voice & data services.
- Customized cost effective communication solutions.
- A unique customer experience of satisfaction.
- Convenient data renewal options
- Business solution
- No Hidden deductions.
- National & international connectivity (voice).
- Superior voice clarity.
- Multilingual customer care.
- Wide Range value added services.

CDMA 2000 1x EvDo:

- CDMA2000 1xEVDO delivers peak data speeds of up to 2.4mbps and supports application such as MP3 transfers.

Technological Advantage:

- Increase Voice capacity.
- Higher data through put
- Frequency band flexibility

- Synchronization
- Power control
- Soft hand-off
- Transmit diversity
- Voice and data channels
- Traffic channels
- Supplementary channels
- Turbo coding
- Connectivity to ANSI-41, GSM-MAP and IP networks
- Full backwards compatibility
- Improved service multiplexing and QoS management
- Flexible channel structure in support of multiple services with various QoS and variable transmission rates
- Better voice clarity compared to other wireless systems
- Increased cellular communication security
- Simultaneous conversations
- Increased efficiency, meaning that the carrier can serve more subscribers
- Larger data capacity and higher transmission speeds
- Extended reach –beneficial to rural user situated far from cells
- CDMA 2000 dominates the 3G market today and analysts forecast that it will continue to lead the future.

Starcomms Board:

- Chief Maan Lababidi – Chairman
- Mr. Logan Pather – Chief Executive Officer.
- Mr. Paul Edwards - Vice Chairman
- Alhaji T.A. Dantata – Non Executive Member
- Omar Lababidi – Non Executive Director
- Chris Ogbechie – Non Executive Director

Starcomms Management:

- Mr. Logan Pather – Chief Executive Officer.
- Mr. Bosun Hambolu – Head Legal & Regulatory.

Starcomms Committees:

Starcomms committed to corporate governance and ethics and has following committees comprising of Board and Management members to review the operations on regular basis.

- Tender & Procurement Committee.
- Audit & Risk Committee.
- Market Announcement Committee.
- Nominations & Corporate Governance Committee.
- Remuneration committee

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