

# **PT TELEKOMUNIKASI SELULAR (TELKOMSEL)**

## **The Nine Month 2011 Results**

---

---

# Disclaimer

---

---

This document contains financial conditions and result of operation, and may also contain certain projections, plans, strategies, and objectives of the Company, which would be treated as forward looking statements within the meaning of applicable law.

Forward looking statements, by their nature, involve risk and uncertainty that could cause actual results and development to differ materially from those expressed or implied in these statements.

Telkomsel does not guarantee that any action, which should have been taken in reliance on this document will bring specific results as expected.

# Highlights of 9M11 Results

---

- **Total customer base** increased 12% YoY to 104.15 million subscribers with a net add for 9M11 was 10.14 million.
- **Chargeable MoU** increased 30% YoY.
- **Operating Revenues** increased 6% YoY to Rp36.03 trillion.
- **New Wave Services Revenues** (Data & VAS) increased 66% YoY and 14% QoQ. It contributes 15% to Operating Revenues.
- **EBITDA** reached Rp20.55 trillion.
- **Operating Expenses** (incl. depreciation) increased 8% YoY.
- **Net Income** increased 3% YoY to Rp9.51 trillion.

# CELLULAR INDUSTRY

In Brief

---

---

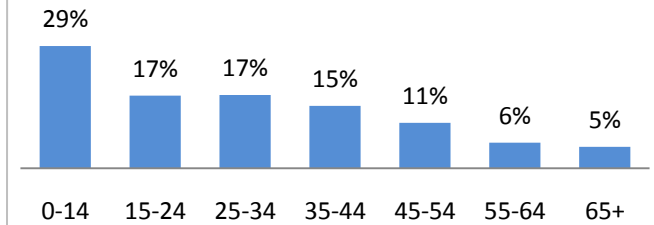
# Indonesian Telecom

## Players in Telco Industry



----------	--------------	------------------	------------------	--------------	--------------	------	--

Population by Age



Source: BPS (2010)

Population (2010): approx. 238 million+  
 Young dynamic population (age 15-44): 49%

# Indonesian Telecom

## Market Share September 2011

		TECHNOLOGY	OPERATOR	CUSTOMER BASE (000)	M. SHARE (CELLULAR)	CELLULAR REVENUE*	REVENUE SHARE*
		WIRELINE	TELKOM	8,510			
CELLULAR	CDMA	FWA	TELKOM - FLEXI	18,085	7%		
			BAKRIE - ESIA (e)	15,127	6%		
			INDOSAT - STARONE	283	0%		
	GSM/DCS/ WCDMA	FULL MOBILITY	MOBILE-8 & SMART - SMARTFREN (e)	6,780	3%		
			SAMPOERNA - CERIA (e)	148	0%		
			<b>TELKOMSEL</b>	<b>104,149</b>	<b>38%</b>	<b>36,029</b>	<b>58%</b>
			INDOSAT	51,500	19%	12,587	21%
			XL - AXIATA	43,400	16%	12,699	21%
			HUTCHISON - 3 (e)	19,443	7%		
			AXIS (e)	15,252	6%		

around 43% of full-mobility market

The BIG 3 carry 83% of total full mobility subscribers

Note:

(\* ) Revenue Share is among BIG 3 only

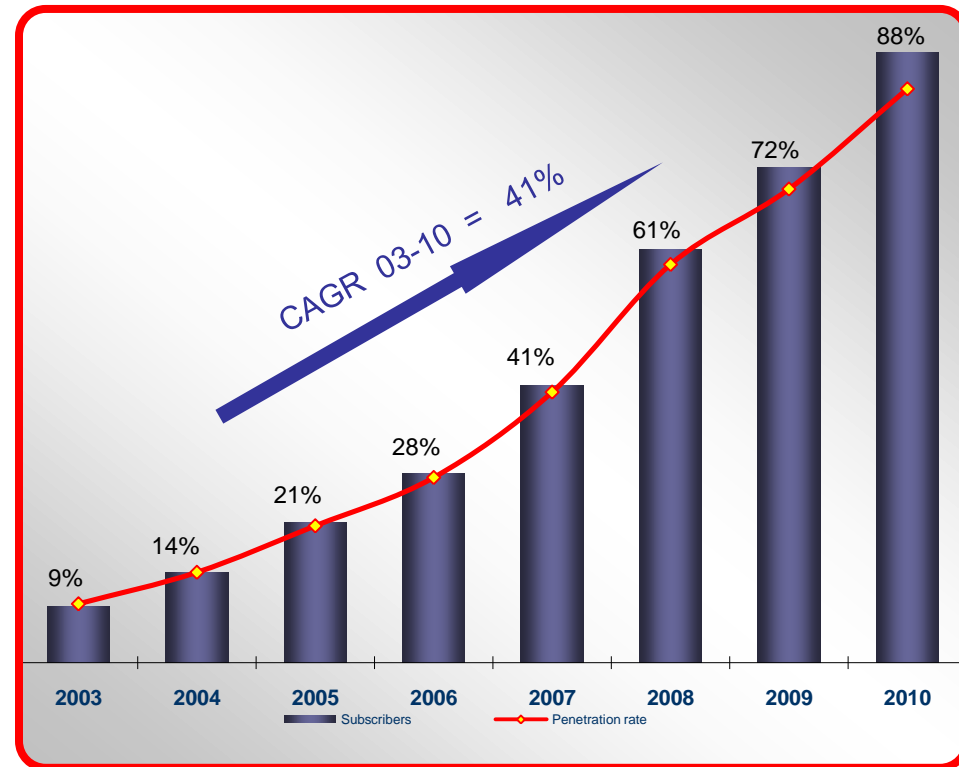
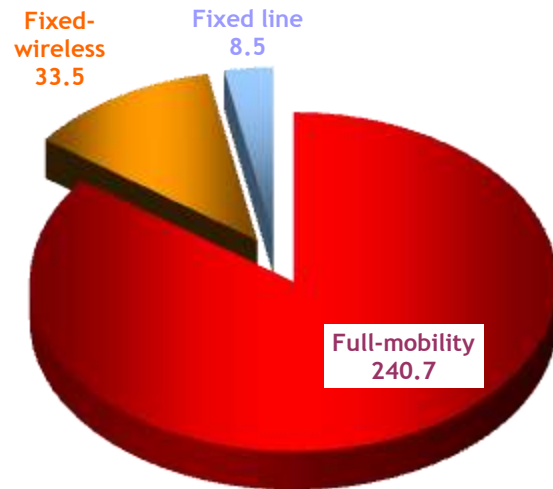
# Indonesian Telecom Penetration Rate

Telecom Subscribers :283 million

Full-mobility Penetration Rate : 100%  
(SIM card penetration)

Driver for Growth:

- High young & productive age population
- GDP growth < 6%



Data as of September 2011

Source : Company Data & Market Intelligence

# TELKOMSEL

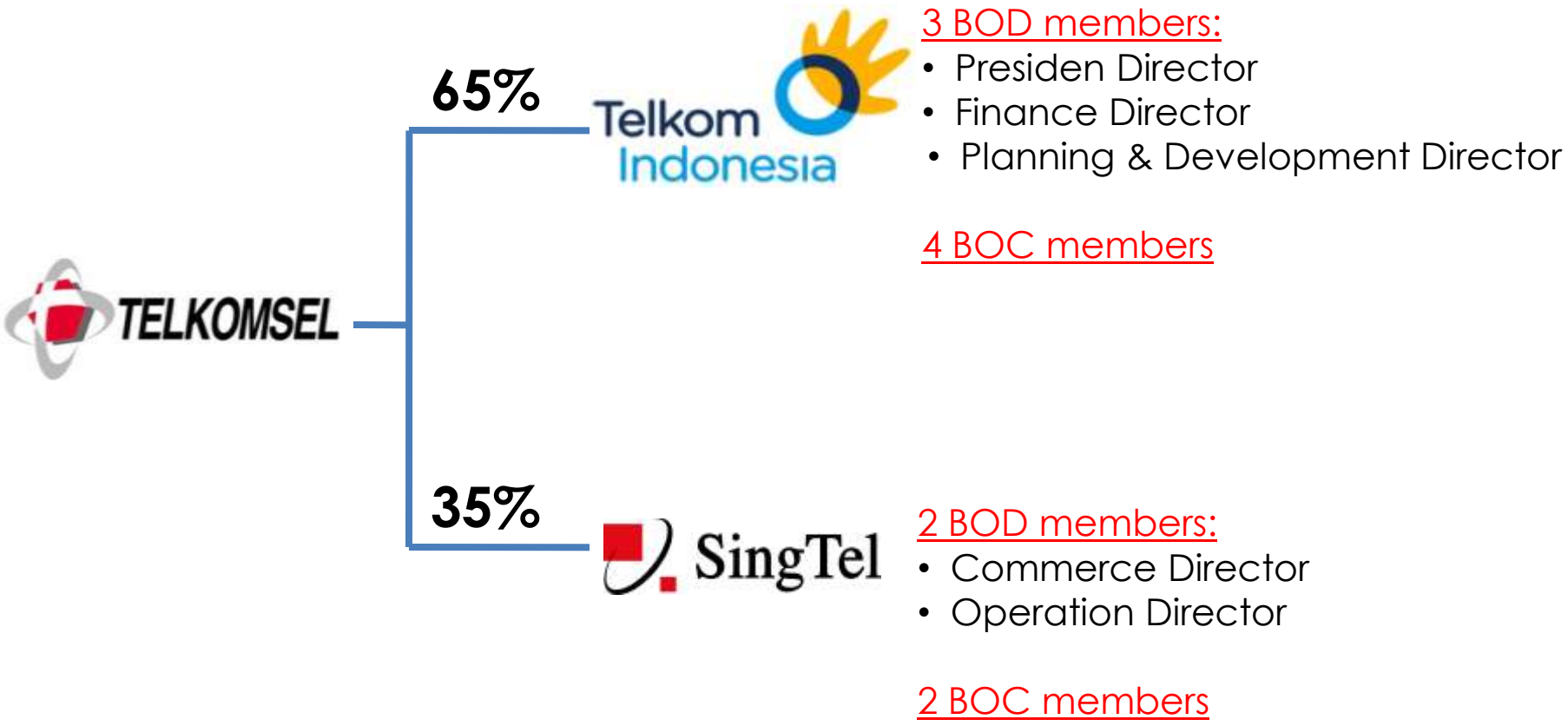
In Brief

---

---



# Ownership



**Joint Venture Between Strong Incumbent and Dominant Regional Operator**

# Products & Services

## Core Products & Services

**kartuHALO**

**simPATI**



## Broadband & Value Added Services

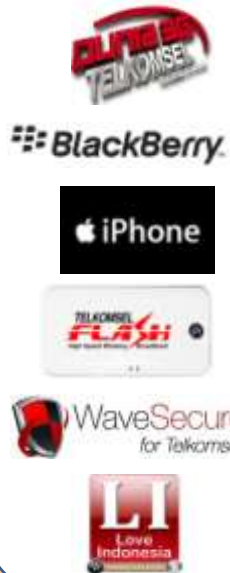
Broadband

Value Added Services

Mobile Banking  
Service

Digital Music &  
Content

Mobile  
Advertising



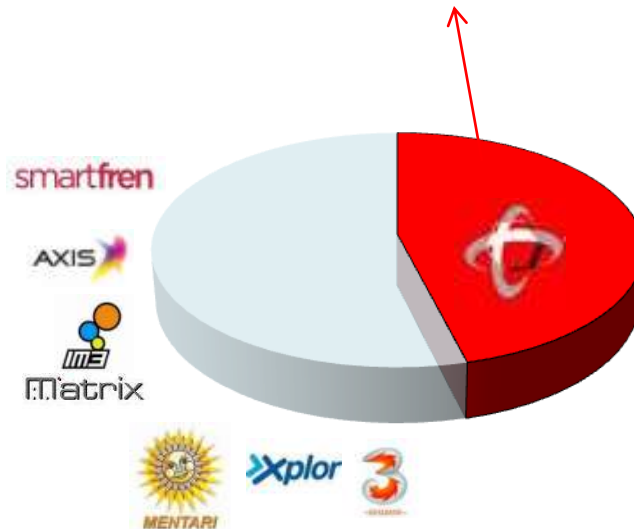
# Telkomsel's Market Share

---

---

**± 43%**

Telkomsel Market Share



Almost half of GSM-operators' subscribers are TSEL's ...

# Promotions

August 2011

Beragam penawaran berkualitas  
Spesial Ramadhan dari **kartuHALO**

Nikmati tarif sahur:  
**Bicara 6 menit, GRATIS 6 menit**

Hemat 80% bicara ke mancanegara

Segera telukan aplikasi:  
**Paket HALO Fit**

**Paket Bundling BlackBerry®**

Info hubungi **1111**

**kartuHALO**

## **kartuHALO Ramadan**

Promotion for *kartuHALO* customers due to Ramadhan season by offering Free Talk, affordable international call, HALOfit package and BlackBerry bundling

August 2011

**LANGSUNG DAPAT, 24 JAM**

**RP 1750**

Tetap juara murahannya,  
nikmati tanpa harus pakai mahal dulu.  
**Beli Kartu As sekarang juga!**

**TELKOMSEL**

## **Kartu As Extra Ampuh**

New tariff scheme with free call up to 300 min after having chargeable call at Rp 25/sec and free 1,000 SMS to all operators after sending chargeable SMS at Rp 150/SMS.

September 2011

**BONBASTIS BONUS 200% plus Tetap Nikmati NELPON Rp 0**

**Pakai terus, bonus nambah terus. Buruan Beli Kartu As!**

**TELKOMSEL**

## **Kartu As BonbASTis**

New promotion with Rp 0 tariff scheme that provide cash back usage bonus through credit/pulse after having on-network usage (voice or SMS).

# Promotions

October 2011



## **simPATI InternetMania & MusikMania**

Unlimited internet access package at Rp 5,000 and unlimited original songs that available at Rp 1,000/7 days.

October 2011



## **Telkomsel Skype**

Unlimited data package at Rp 25,000 for all Telkomsel customers. It provides unlimited Skype-to-Skype call, instant messages and "always on" Skype application.

# Promotions

## Broadband



Program Terbaik  
Terluas, Terbaik

PAKET FLASH UNLIMITED 50 RIBU  
KINI MASA AKTIFNYA 30 HARI  
UNTUK KONEKSI INTERNET TERBAIK

Internetan  
jelas  
lebih puas  
apa pun  
modemnya!  
300-800MB

Setiap Paket  
Midnight Sale  
GRATIS

Dengan dukungan Kartu Perdana Flash Unlimited 50 Ribu dan layanan internet broadband internet kualitas terbaik, masa aktif lebih panjang dan kapasitas data lebih besar!

Info lengkap, klik [www.telkomsel.com](http://www.telkomsel.com)

### Rp 50K Flash Unlimited

New starter pack of Flash Unlimited at Rp 50K with 30 days active period. It Offers 300-800MB fair usage with maximum speed of 384 Kbps



Program Terbaik  
Terluas, Terbaik

Paket  
Rp 50 Ribu  
Dapat 400 MB  
30 HARI

Midnight Sale

Nikmati serunya  
paket internetan malam hari  
yang dijamin bikin melek  
sampe pagi!

Paket  
Rp 25 Ribu  
Dapat 1GB Data  
30 HARI

Info lengkap, klik [www.telkomsel.com](http://www.telkomsel.com)

### Flash Midnight Sale

Unlimited internet package with fair usage quota for midnight use (00:00-05:59). The package is valid for 30 days



"Meluncur tanpa batas"

Koneksi rame-rame dimana aja  
Internet cepat gampang bayarnya

Promo seru internetan cepat, bisa rame-rame, bisa dimana aja, mulai dari 150 ribu!

### Speedy Flash

Speedy Flash package with DSL and HSDPA/UMTS/EDGE/GPRS technology for internet connection in one package.

# Promotions

## Bundling

July 2011

**THE BEST COMBO  
WITH THE BEST NETWORK  
FOR YOUR BROWSING PLEASURE**

Samsung GALAXY Tab 10.1

SEGERA PILIH DAN AKTIFKAN PAKET GALAXY DATA PLAN-NYA!

NAMA PAKET	HARDA & MASA AKTIF	CARA AKTIVASI
GALAXY 50000	RP 50.000,- / 30 HARI	KETIK UL GALAXY 50, SMS KE 3636
GALAXY 150000	RP 150.000,- / 30 HARI	KETIK UL GALAXY 150, SMS KE 3636

AGRES **3636** ATAU KLIK [WWW.TELKOMSEL.COM/POPLASH](http://WWW.TELKOMSEL.COM/POPLASH)  
UNTUK INFO, KETIK UL-SVCS-INFO, KIRIM KE 3636

**SAMSUNG** Koneksi Internetku

September 2011



September 2011

**Datang & Jadilah yang Pertama Memiliki  
BlackBerry® Bold™ 9900 smartphone**

GRATIS BlackBerry® Internet Service unlimited Salinan 3 Bulan\*

CICILAN **0%**  
12 BULAN

Rp 5.999.000,-

**BlackBerry**

### Telkomsel Flash – Samsung GALAXY Tab 10.1

Bundling promotion for Telkomsel Flash customers consist of Samsung GALAXY Tab 10.1 tablet PC and Flash Unlimited starter pack.

### iPhone 4

Another bundling promotion for iPhone 4 with lower price at Rp 5,999,000. Free minutes, SMS and data are available in the package.

### BlackBerry Bold 9900

BlackBerry Bold 9900 package with BIS (BlackBerry Internet Service) priced at Rp 5,999,000.

# Promotions

## New Innovation

---

July 2011



### TAP IZY

An innovation in T-Cash service (mobile payment) by introducing contact less technology with RFID (Radio Frequency Identification) for secure payment transaction.








# **BUSINESS RESULTS**







Financial & Operational

---

---





# Financial & Operational Highlights

Financial (Rp Bn)	9M11	9M10	Growth (%)
Operating Revenues	36,029	34,084	 6%
Operating Expenses	23,070	21,283	 8%
EBITDA	20,550	19,838	 4%
EBITDA Margin (%)	57%	58%	 1%
Net Income	9,509	9,189	 3%

Operational	9M11	9M10	Growth (%)
Subscribers ('000)	104,149	93,136	 12%
BTS (unit)	41,037	35,316	 16%
MoU (Bn minutes)	121	93	 30%
SMS (Bn units)	78	68	 15%
Data Traffic/Payload (TB)	19,144	7,069	 171%
ARPU – blended (Rp'000)	38	43	 12%

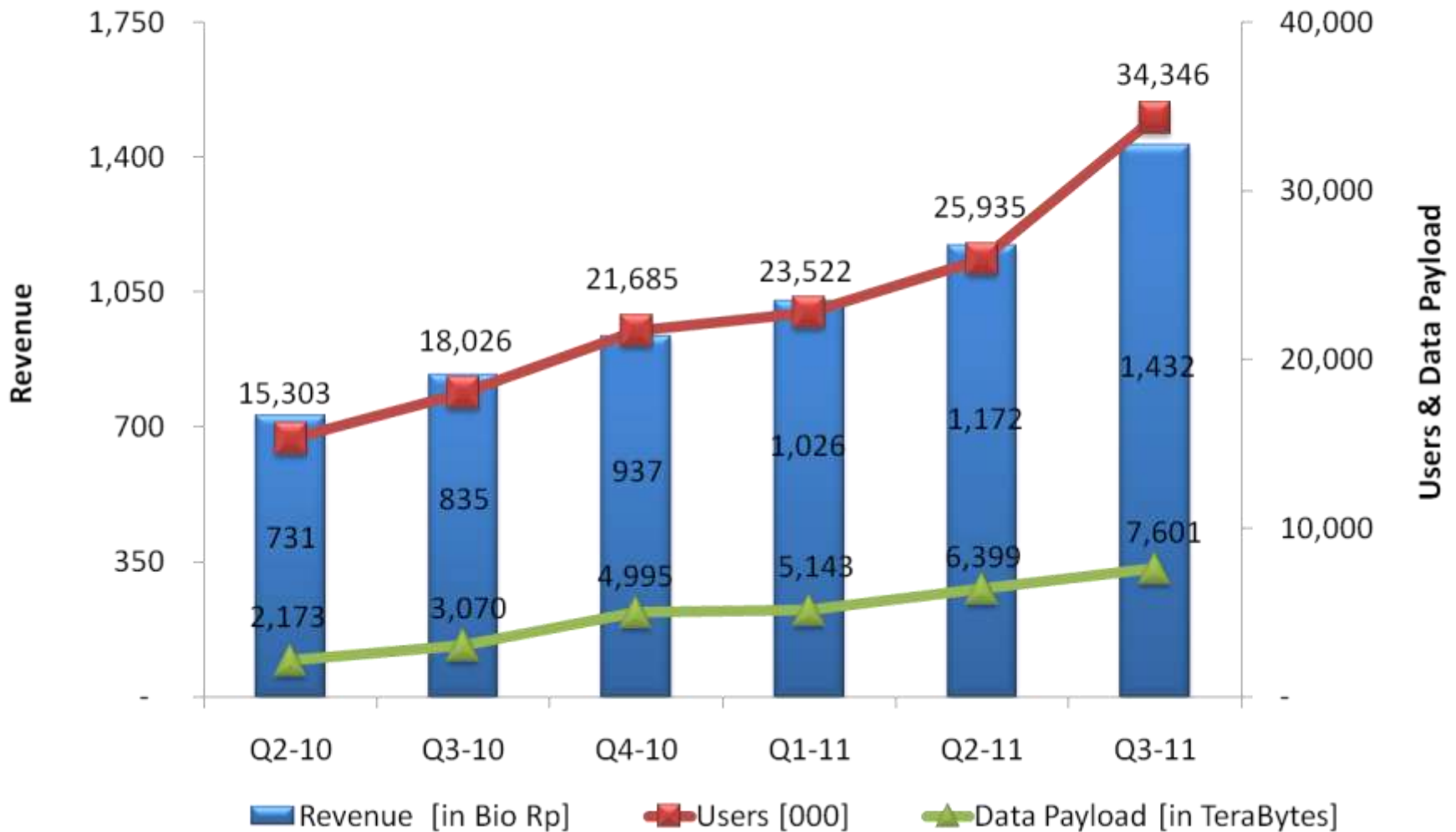
# Data/Broadband Business

- Has grown strongly during the last few years
- Consists of:
  - Flash
  - Blackberry
  - Pay As You Use

Total Data/Broadband Biz	9M11	9M10	Growth (%)
<b>User ('000)</b>	34,346	18,025	 91%
• Flash	5,948	4,278	39%
• Blackberry	3,039	573	430%
• Pay As You Use	25,360	13,175	92%
<b>Revenue (Rp Bn)</b>	3,629	2,251	 61%
<b>Contribution to Total Revenue</b>	10%	7%	 3%
<b>Data Traffic/Payload (TBytes)</b>	19,144	7,069	 171%

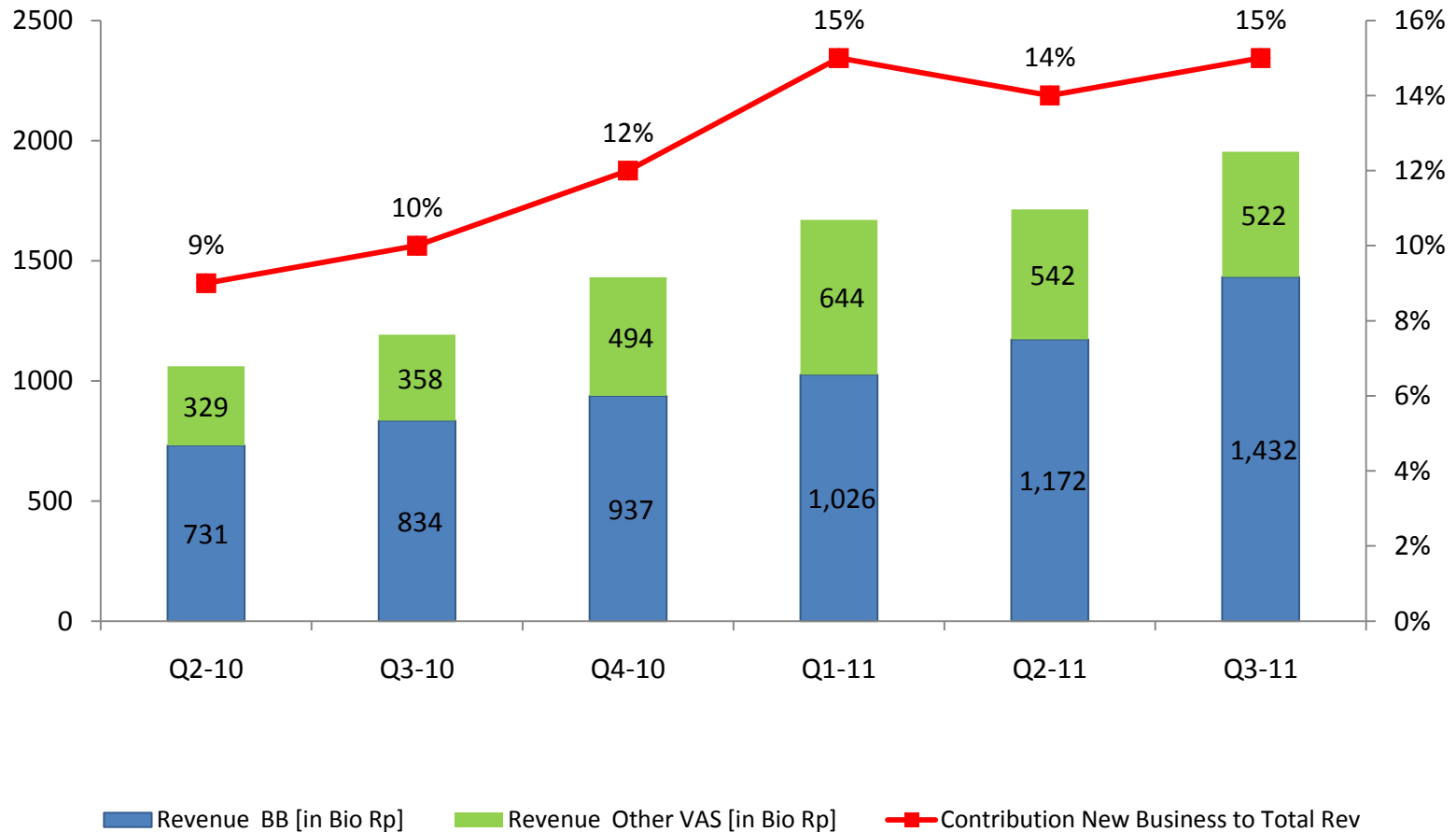
# Data/Broadband Business

## Data/Broadband Growth



# New Business

## Data/ Broadband + VAS/ Content



# PT. TELEKOMUNIKASI SELULAR (TELKOMSEL)

## **Contact Address :**

Investor Relations

Wisma Mulia 12<sup>th</sup> floor

Jl. Jend. Gatot Subroto No.42

Jakarta, 12710, Indonesia

Tel : +62-21-5240811 ext. 11225/11258

Fax : +62-21-52906122

Email : [investor@telkomsel.co.id](mailto:investor@telkomsel.co.id)