



Telenor Myanmar and Sustainability

Telenor Myanmar

Affordable mobile services for all

Mass market operator: accessible in 90% of country in 5 yrs

On your doorstep: 13,000+ outlets today in 3 main cities growing to **100,000**

Corporate Affairs

Be Respectful. Keep Promises. Make it Easy. Be Inspiring.

meet our obligations
deliver to shareholders and to society
integrate sustainability with responsibility
model ethics and transparency
inspire to help find solutions
seek out partners who share our goals
make a difference.

Empower Myanmar Society

VISION

Empower societies

BUSINESS STRATEGY

Key enabler: Impact societies

SUSTAINABILITY STRATEGY

Shared value for the mass market

- “ **Starting point:** connectivity improves lives & empowers societies
- “ **Responsible Business Conduct:** Ensuring adherence to good practice and focus on continuous improvement
- “ **Unlocking potential:** Sustainability initiatives as ‘incubators’ demonstrating value of connectivity
- “ **Maximising impact:** partnering with organisations that have ability to deliver shared value
- “ **Commitment to the future:** reinforcing our long haul message

2.75G for the Mass Market

Description	2G	3G
Coverage	Wider, suitable for Rural/Remote Communities	Small, good for metro
Towers	Less in numbers . wider reach	More in numbers
Flexibility of Handsets	Any GSM handsets can be used	Basic phone can be used
Charging	Basic/Feature phones requires less battery-charging - useful for rural context	Smartphone requires more charging as it drains battery quickly
Need of rural people	Voice is primary and data is secondary	Data and app focused, suitable for urban and youth
Price of handsets	Cheaper, suitable for rural mass	Costlier, but bulk usage in future may change the dynamics
Data speeds	2.75 G with Telenor. Good for Facebook, email and browsing.	Good for video and music streaming.
Availability of devices	Readily available at very low cost	Increasing in numbers
Coverage commitment	Speedy implementation makes it easy for Telenor to cover nationwide	More towers makes it difficult to expand quickly due to costs, permits and terrain.

Community Outreach



Supply Chain Sustainability



Corporate Responsibility



← Telenor CR →

Connectivity for Sustainability

M-Health	Education & Capacity Building	M-Weather & Early Warning	Access to Info for All	Child Protection
<p>University of Oslo</p> <p>MSI</p> 	<p>Masters in Management KD/NTNU/YIE</p> <p>Cherie Blair Foundation for Women Mentoring Programme</p> <p>The Youth Summit</p> 	<p>Partnership underway with consortium of organizations looking to improve disaster preparedness and resilience.</p>	<p>Community Information Centers</p> <p>Wikipedia</p> 	<p>Digital Literacy & Safe Internet</p> <p>Anti-Child Labor</p> 



Thank You!