

# ***Coming out of major industry challenge stronger than ever***

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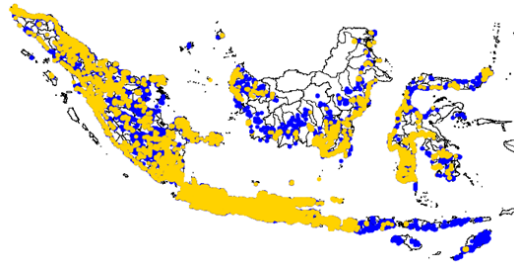
# Our strategy for the past three years has been focused on three main pillars

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## Dual-Brand Strategy

Utilize both XL and Axis brands to address different market segments with targeted Data-led offers



## Ex-Java

Network investment in ex-Java to drive revenue and traffic growth



## Mobile Data Leadership

Shape the business for Mobile Data Leadership and leapfrog our peers



# This year we have built on the success of our dual-brand strategy with both XL and Axis continuing to perform well



## Both Brands Built on Foundations Laid In 2017



XL

2017

- ✓ First to market with Youtube Partnership – Youtube streaming without quota
- ✓ First to democratize voice with Super Ngobrol



2018

- ✓ Device Integration and product bundling
- ✓ XTREAM – 4G smartphone collaboration with integrated benefits like YouTube, extra quota, free calling and SMS, etc.



AXIS

2017

- ✓ Changed the game with Hitz offering social media packages aimed at youth
- ✓ With AIGO increased a focus on vouchers

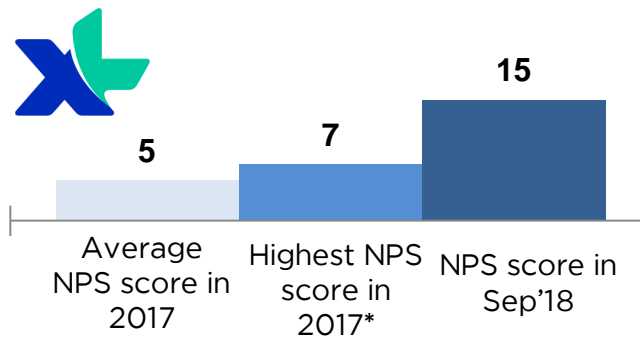


2018

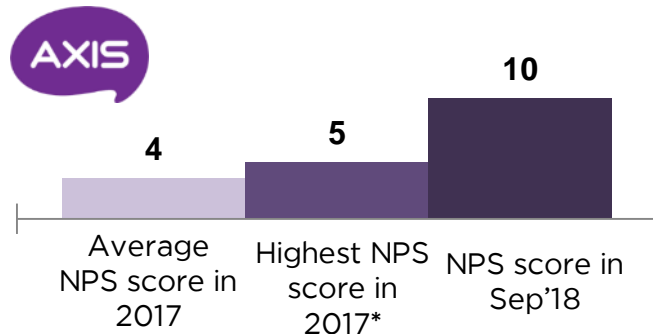
- ✓ Built on the success of those offerings with further content partnerships and expansion of 4G offering

## Resulting in NPS improvement across both brands

### XL Net Promoter Score (NPS)



### Axis Net Promoter Score (NPS)



*Both brands have seen their September NPS score double the highest score achieved in 2017*

# Our continuous network investment in ex-Java has led to improved revenue trajectory



Continuous network investment with 4G available in ~421 cities at 9M18

And this has driven strong growth in ex-Java revenue

2017

4G cities

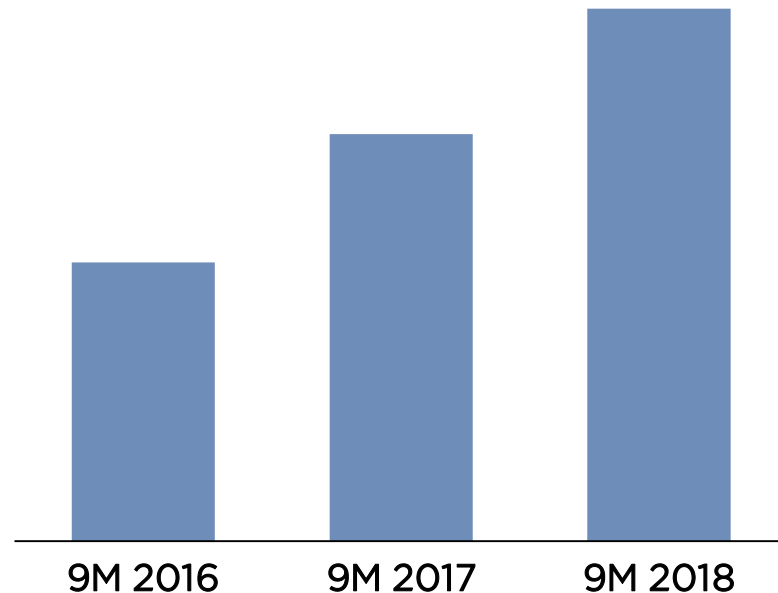
360

2018 YE

4G cities

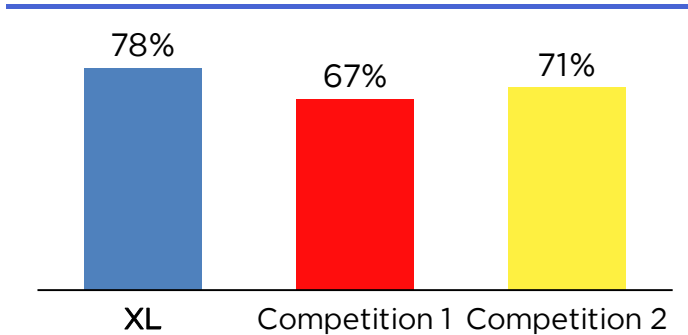
~421

Indexed revenue outside Java

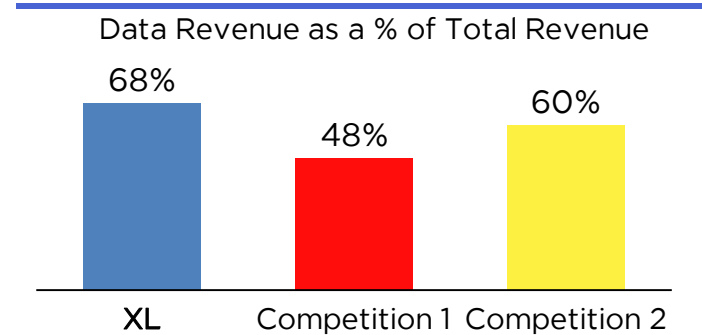


# We have leapfrogged our peers in Mobile Data Leadership

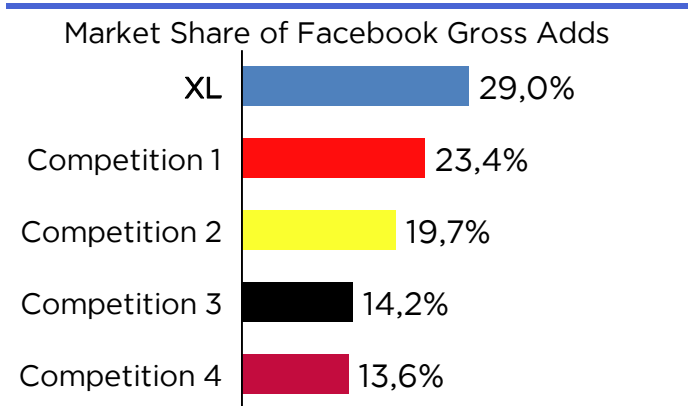
## Smartphone Penetration



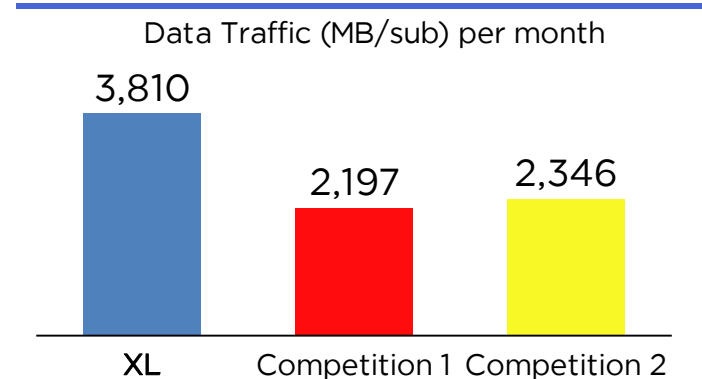
## Data Share of Revenue



## Share of Acquisitions



## Data Usage per Sub

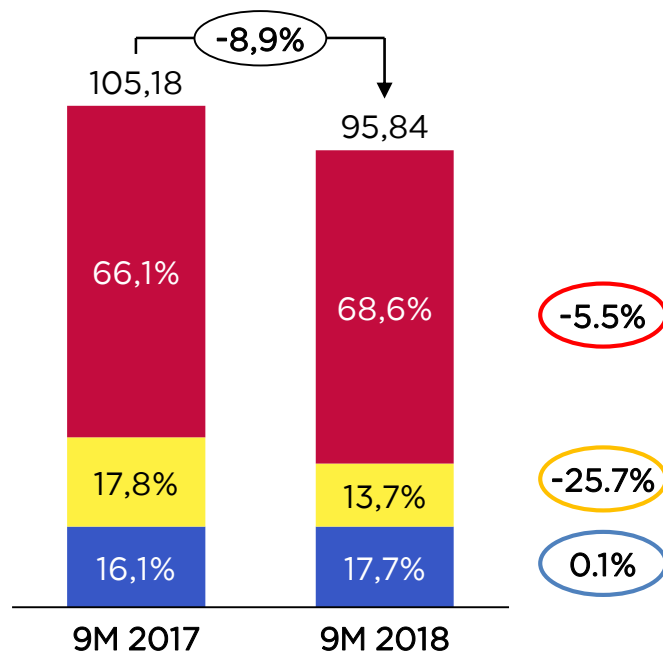


# Thus, despite a tough 2018; focus on our strategy means we are outperforming the market

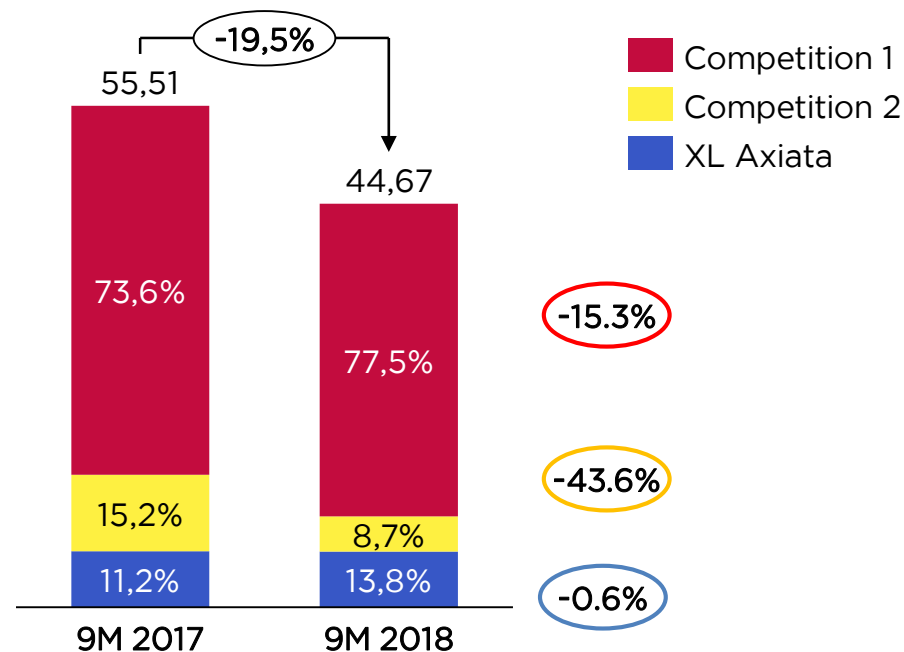
Industry total revenue declined by -8.9% while XL steady at 0.1%

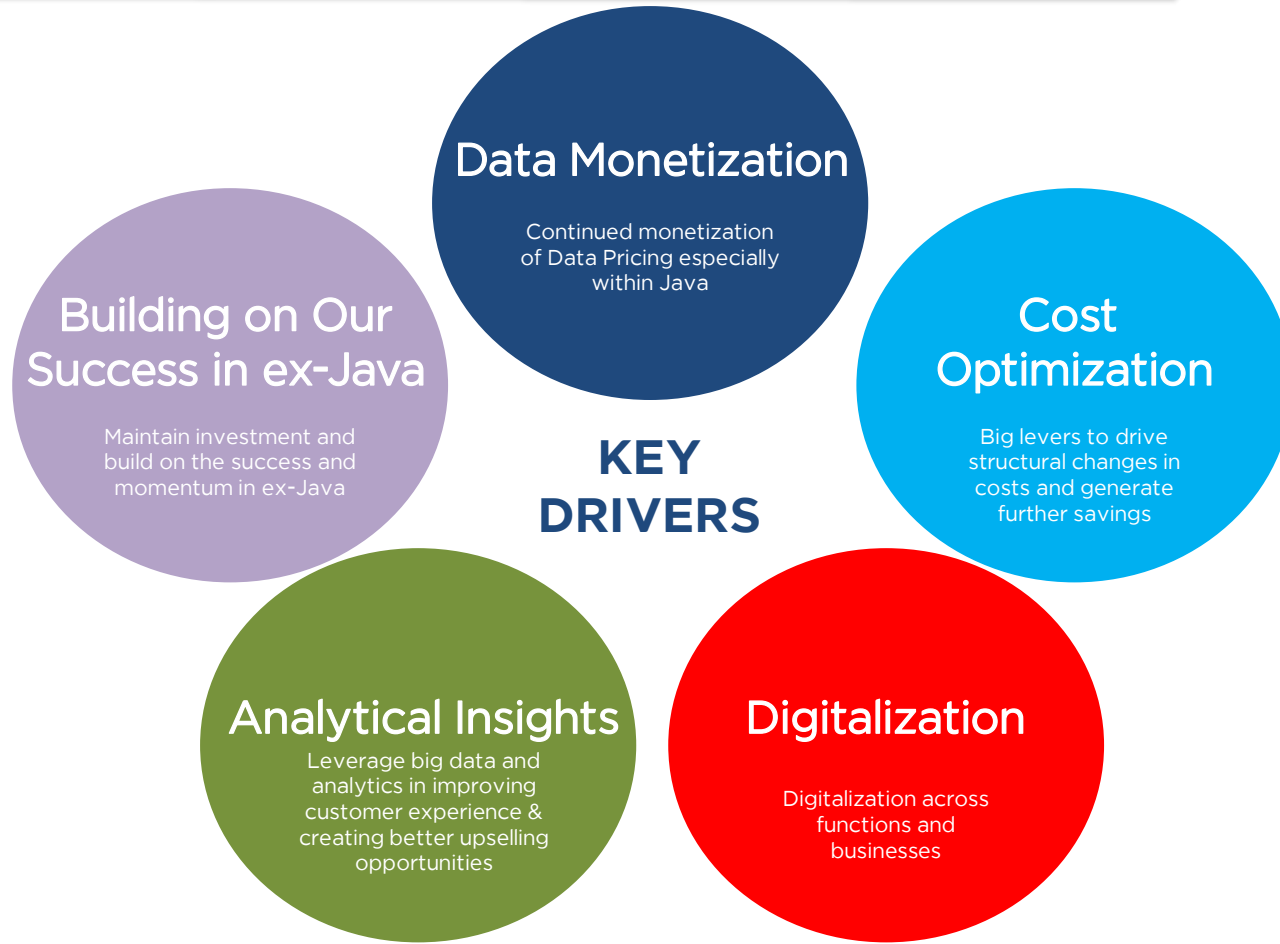
Industry EBITDA dropped at -19.5% while XL relatively steady at -0.6%

Total Revenues  
IDR tn



EBITDA  
IDR tn





**Thank you**

