



# Market Reparation in Indonesia

**Axiata Analyst and Investor Day 2023**

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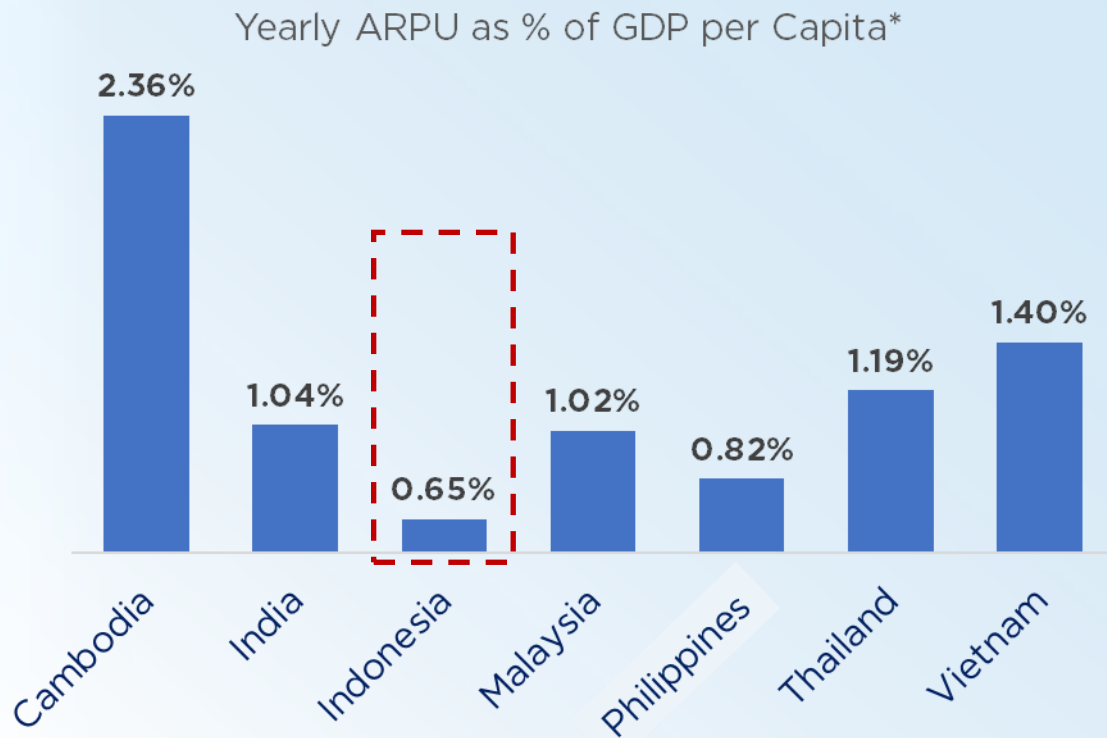
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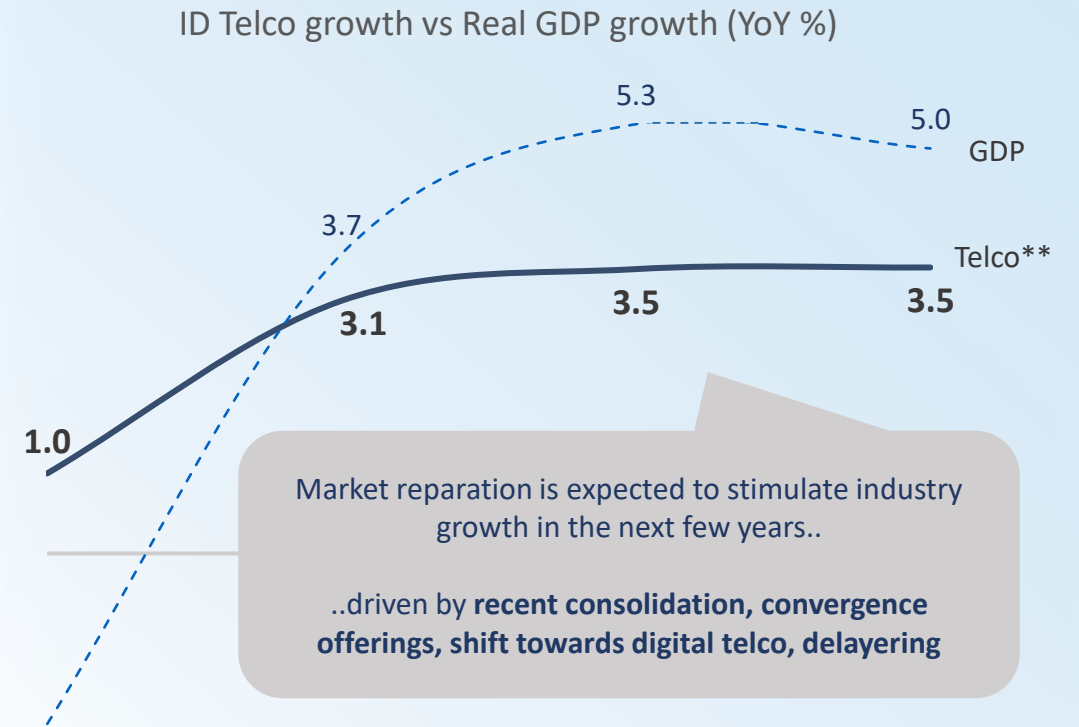


# A strategic shift from price wars to monetization is required across the industry...

Spending on telecom services in Indonesia is significantly lower than comparable markets...



...in addition, the growth of telecom industry is still below the growth of GDP



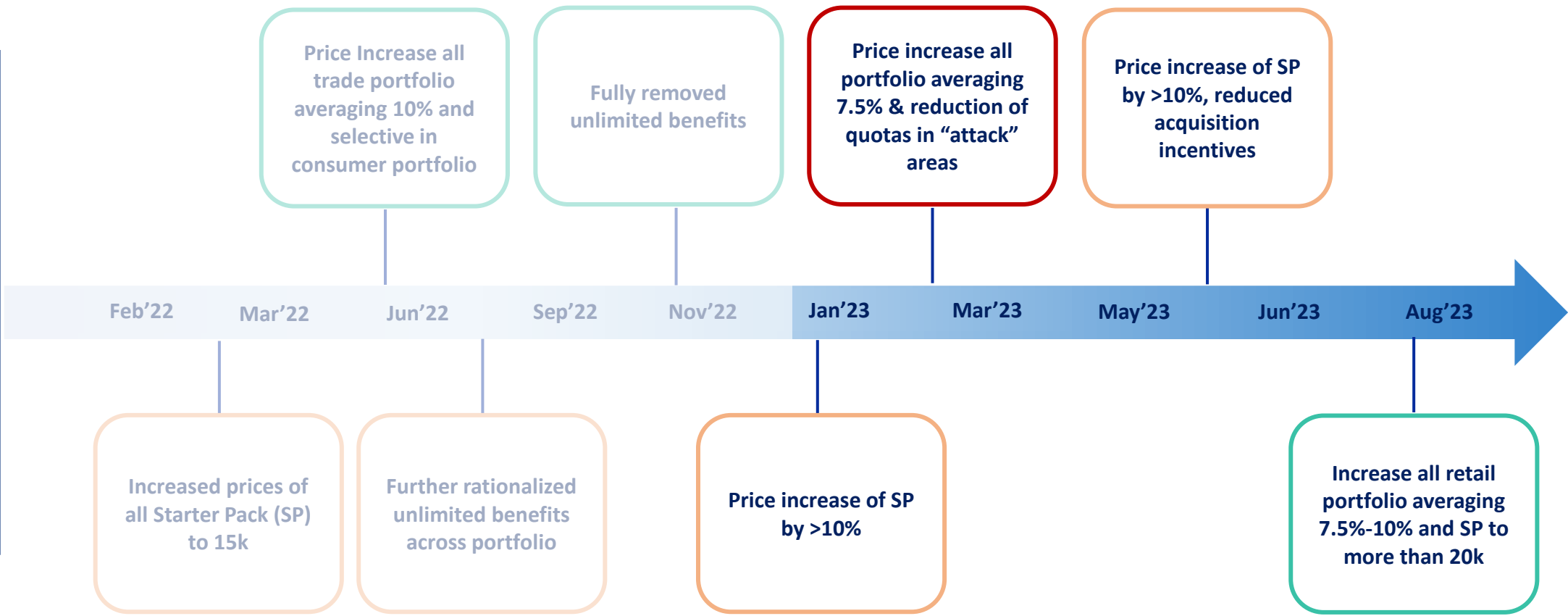
The opportunity for industry reparation is widely open

\*GSMA and Analysis Mason report

\*\*Company data combined

# Since 2022, XL Axiata has done significant monetization efforts to increase prices and drive market health

Initiatives to drive monetization and good quality acquisitions



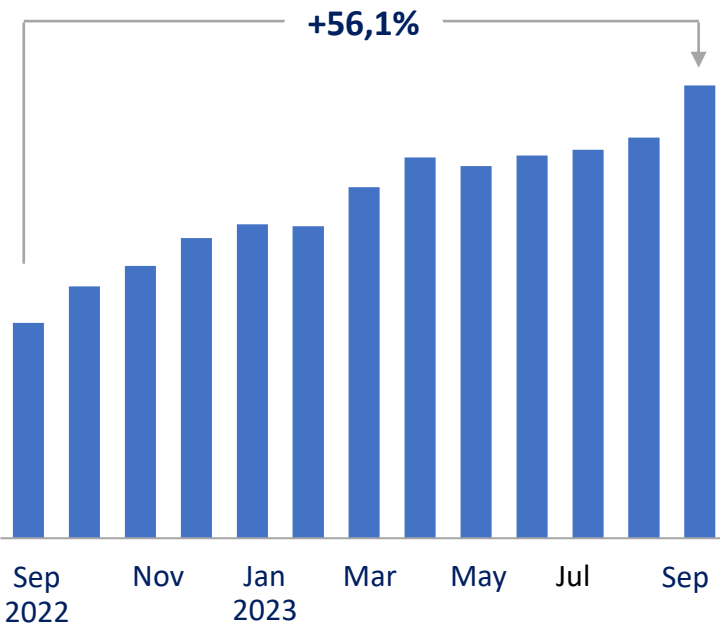
# And we have seen positive impacts on various metrics...

Acceleration of revenue shift towards digital and direct channels

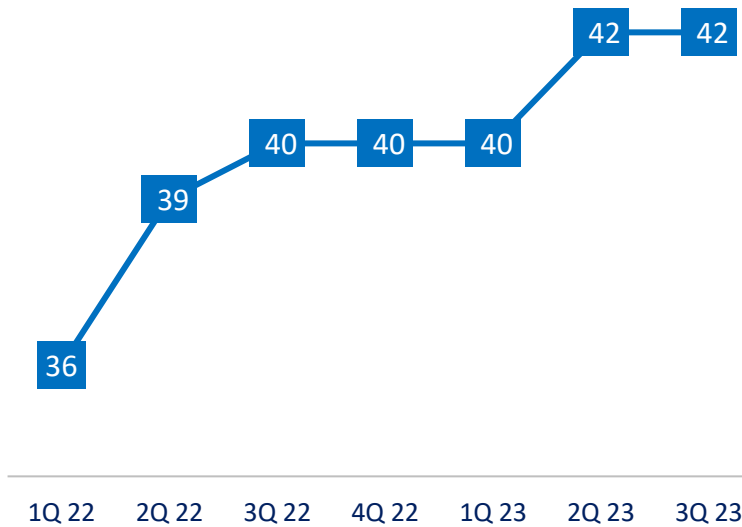
Consistent improvement in ARPU since the start of monetization efforts

...at the same time maintaining healthy subscriber and traffic trends throughout 2023

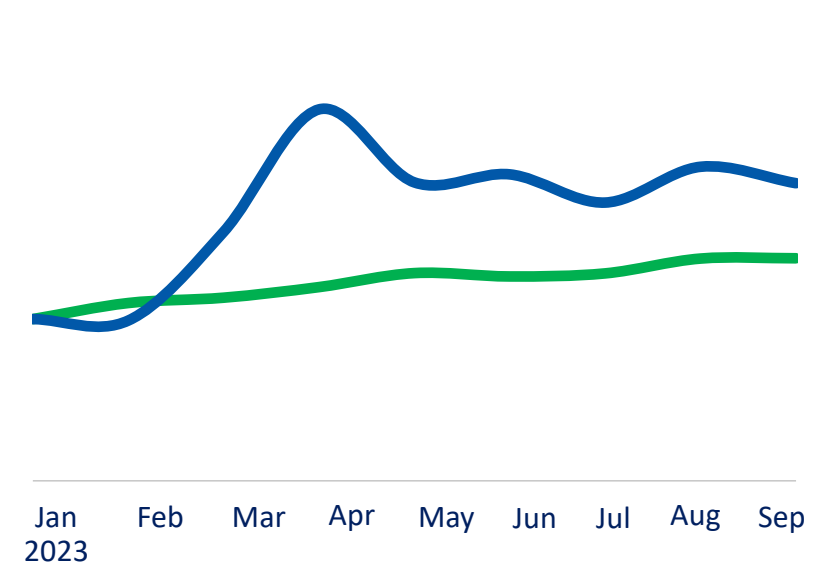
Own Apps Revenue



ARPU Trend (000)



Subs Data traffic



## Moving Forward...

- Our ambitions for market reparation will continue moving into the following year
- Positive responses from competition on price increase are encouraging
- We have to be mindful of...



Competitors' willingness to continue reparation momentum



Price elasticity of consumers

Thus, critical for the whole industry to work towards market reparation while creating a win-win scenario for ourselves and consumers alike.

**Thank You**