

Research about u mobile

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RESEARCH ABOUT U MOBILE KTF and DoCoMo acquire 33% of U Mobile

South Korea's KT Freetel (KTF) and Japan's NTT DoCoMo Inc will jointly invest USD200 million to acquire a 33% stake in U Mobile, Malaysia's newest 3G wireless network operator. KTF and NTT DoCoMo will share the investment bill equally and will participate in the management of the Malaysian company. According to TeleGeography's GlobalComms database pay TV operator U Telecom Media Holdings (formerly known as MiTV Corporation) won an UMTS operating concession and related 3G frequencies in March 2006. The following August it awarded Ericsson a contract to build, manage and maintain a W-CDMA network; under the agreement the Swedish vendor agreed to provide U Telecom with a complete 3G core and radio network, including microwave transmission, multimedia solutions and related services. In June 2007 U Telecom took a step closer to launch when it announced it had forged a nationwide domestic roaming agreement with Celcom, allowing its customers to use Celcom's infrastructure when out of range of its own network, effectively giving it coverage of 97% of the population. In September 2007 the new network, U Mobile, was soft launched in the Klang Valley using the 018 prefix. A commercial launch is expected once full interconnection has been achieved with Maxis and DiGi, expected before the end of 2007. Full commercial services are planned for March 2008. Last month U Mobile launched a trial of the country's first DVB-H based mobile TV service to around 5, 000 users, in partnership with Nokia Siemens Networks. Mobile LiveTV offers users real time access to a number of broadcast television channels, including Trace TV, Bloomberg, TV3, NTV7 and 8TV, leveraging the group's presence in the traditional pay-TV market.

http://www.telegeography.com/cu/article.php?article_id=20799&email=html, Marketing Analyst — AM / Manager (Planning, Intelligence & Research) -- U Mobile Sdn Bhd -- Kuala Lumpur U Mobile Perform marketing analysis, support marketing programs and product management activities, including planning, program development and execution of projects. Development of business case concepts and scenarios for financial analysis by Business Planning Provide operations support and manage the process for delivery of marketing programs to end users. Ensure all components of the marketing mix are well managed. Assisting inter-department team in the implementation of new services or roll-out of enhancement. Produce Campaign tracking analysis on its effectiveness by enabling feedback into Marketing Program development and refinement. Ensure Campaign Analysis is interpreted accurately to generate insights on subscribers and market trends. Ability to data mine both primary & secondary research and subscribers' databases to generate actionable insights to support Product and Marketing team in developing new products and services for specific or new segment. Perform analysis, initiate discussions and identify concepts or solutions on marketing issues. Pro-actively manage business case development, assess feasibility and identify options, identify and address competitive issues, liaise with Sales and Finance to arrive at practical solutions Develop, identify and monitor competitions and research market trends. Insights gathered are to be shared within Products & Marketing, Sales, Marcoms with the objective of improving market knowledge to gain competitive advantage Provide analysis as required by sales, product, comms or research with objective of improving the marketing process and

delivery outputs. Communicate and liaise with internal and external teams and functions to achieve service goals / targets Prepare briefing papers, presentations, draft inputs for management reports, table findings and closure reports to team or management and secure concurrence or endorsement. http://www.asiajobs77.com/Marketing_Analyst_%E2%80%93_AM_Manager_Planning_Intelligence_Research_U_Mobile_Sdn_Bhd_Kuala_Lumpur-818637.html

COMPANY OVERVIEW U Mobile Sdn Bhd provides 3G mobile communication services to consumer and enterprise segments in Malaysia. Its mobile services include prepaid plans; postpaid plans; domestic coverage; international roaming in Asia, Oceania, Europe, the Americas, and Africa; and IDD voice calls, and internationals SMS and MMS packages. The company also offers broadband Internet connection services. U Mobile Sdn Bhd was formerly known as MiTV Networks Sdn Bhd and changed its name to U Mobile Sdn Bhd in September 2007. The company was founded in 1998 and is based in Kuala Lumpur, Malaysia. U Mobile Sdn Bhd operates as a subsidiary of U Telecom Media Holdings Sdn. Bhd. Lot 11. 01, Level 11 East Wing Berjaya Times Square 1, Jalan Imbi Kuala Lumpur, 55100 Malaysia Founded in 1998 Phone: 60 3 2117 9888 Fax: 60 3 2141 6511 www.u.com.my

KEY DEVELOPMENTS FOR U MOBILE SDN BHD U Mobile Sdn Bhd's Station Ready to Support Mobile Broadband Service Launch 09/27/2010 U Mobile Sdn Bhd announced that its radio base station is ready for deployment to support the 42 megabit per second (Mbps) mobile broadband service in Berjaya Times Square, Kuala Lumpur. The deployment used dual-carrier HSPA (high-speed packet access) connections. This will allow the network to send and receive wireless data using two channels

simultaneously to achieve download speed of up to 42 Mbps. U Mobile would begin the service in Berjaya Times Square before deployment to other areas within Klang Valley in a few weeks' time. The subscribers would be able to enjoy mobile broadband service that offered high download speed and faster response time.

U Mobile Sdn Bhd Announces Executive Changes 07/5/2010 U Mobile Sdn Bhd announced the appointment of Dr. Kaizad Heerjee as its new Chief Executive Officer. The company said Kaizad will take over the position from Kenneth Chang who will continue to serve as a board member of U Mobile and a member of the company's executive committee. Kaizad previously worked at PT Indosat, TBK as a Director and Chief Commercial Officer. During his tenure at Indosat, Kaizad successfully steered the company through the price competition and strengthened it as Indonesia's pre-eminent telecommunications service provider. Under his leadership, Indosat's cellular subscriber base grew by almost 400% to over 39 million and the company cemented its position as a market leader in mobile broadband services.

MPHB Mulls Listing Units 06/23/2010 Multi-Purpose Holdings Bhd (MPHB) is looking to form strategic alliances with local and foreign parties to grow its gaming and insurance units and list them here in about three years. T. Vijeyaratnam, Director of the firm said that the group is talking to several parties within the gaming and insurance industries, but declined to name them. MPHB has a 51% stake in Magnum Corporation Sendirian Berhad. It also owns 100% of Multi-Purpose Insurans Bhd. " The two companies have grown to a level where a listing is possible. The listing is not to raise cash but to offer both institutional and retail investors an opportunity to make money from stocks. We believe the investing public is

ready for another gaming counter. We do see demand in the market. But any plan to list Magnum will depend on the exit strategy of our partner, " he said. He added, " Gaming is our main core business, contributing 80% to group revenue. Thus, we will maintain our share percentage, if not increase it upon the listing. " Meanwhile, Vijeyaratnam said the group's treasury management business is improving and is looking at long-term investments that can give good gestation with Initial Public Offering (IPO) potentials. MPH B has a 7% stake in U Mobile Sdn Bhd, which may list in three years, he said. It also holds a 40% stake in a 20ha land in the Phillipines, and 8% stake in a shipbuilding company in China. " The shipbuilding company is also going for listing in Hong Kong or China. These are all small investments but we hope over the next five years they will give us extraordinary gains, " he said.

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[38695299](http://investing.businessweek.com/businessweek/research/stocks/private/snapshot.asp?privcapId=38695299) Corporate Profile About U Mobile Sdn Bhd Launched on 18

September 2007, U Mobile Sdn Bhd is a 3G mobile service provider. U Mobile entered the market with the objective to provide relevant mobile services to targeted customers in both the consumer and enterprise segments. U Mobile aims to be a mainstream mobile telco by 2012 and seeks to achieve this by delivering relevant mobile communications services, engaging entertainment content and accessible information through advanced technology which is easy to use. The majority shareholder of U Mobile is U Television Sdn Bhd. Utilizing the 018 prefix assigned and with Malaysia's first landmark domestic roaming agreement, U Mobile customers are able to experience nationwide coverage while U Mobile continues to progressively rollout its own HSDPA-

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driven mobile network nationwide. Key Milestones In April 2007, U Mobile signed Malaysia's first ever nationwide domestic roaming Memorandum of Understanding as a precursor to an agreement with the country's widest mobile network operator, Celcom (M) Bhd, thus allowing U Mobile's customers to experience nationwide coverage from day one of market availability. U Mobile is progressively rolling out its own high-speed mobile 3G service nationwide. At present, U Mobile serves the Klang Valley, Ipoh, Seremban and Johor Bharu on its own HSDPA network with increasing coverage planned for other major cities in Peninsula Malaysia by 2010. In December 2007, the global mobile communications leaders KT Freetel of South Korea and NTT DOCOMO of Japan collectively acquired a total of 33% stake in U Mobile. In September 2009, U Television Sdn Bhd (UTV), the major shareholder of U Mobile acquired all shares held by KT and NTT DOCOMO. In December 2009, U Mobile has signed a Domestic Roaming Agreement with DiGi. The agreement will see DiGi as the exclusive provider of domestic roaming traffic services for U Mobile. The agreement will also ensure the establishment of seamless hand-over of voice calls from U Mobile's 3G network to DiGi's 2G network, thus giving our subscribers better customer experience. In March 2010, Singapore Technologies Telemedia (ST Telemedia), a leading information-communications company with operations globally, and U Television Sdn Bhd (UTV), the major shareholder of U Mobile Sdn Bhd (U Mobile) has concluded the deal with Singapore Technologies Telemedia Ltd (ST Telemedia) for the acquisition of a 33% stake in U Mobile. In July 2010, U Mobile has announced the appointment of Dr. Kaizad B. Heerjee as its new Chief Executive Officer. In September 2010, U Mobile Sdn

Bhd and Celcom Axiata Berhad [formerly known as Celcom (Malaysia) Berhad] have extended their partnership on domestic roaming arrangement for another 3-year duration. This arrangement made effective 1 July 2010, and is an enhancement of the existing agreement.

Highlights on Products and Services Date | Event | October 2010 | U Mobile is taking the first steps in introducing high speed mobile broadband by deploying 42 Mbps Broadband network, which is the fastest broadband to date in Malaysia and U Mobile is the first to make it available on our network, starting with the first site in Berjaya Times Square. Launched of new U Prepaid Plan where subscribers can enjoy voice call at 9 sen per 30 seconds to all networks in Malaysia, three (3) times longer top-up validity on their top-up amount and a promotional offer of bonus airtime up to 15%.

U Mobile announced that its subscribers who own iPhones and iPads 3G can now get their U Mobile standard Sim card converted to the Micro-Sim size. They can do so by visiting any of U Mobile service centre nationwide for assistance. Conversion to the Micro-Sim is free.

September 2010 | U Mobile announced its special promotion for U Broadband plans (only available in Klang Valley) that start from as low as RM20 per month. During the promotional period, all new signups for UB40 and UB68 plans will be offered a RM20 rebate for the first five months. Subscribers will only be required to pay RM20 per month for UB40 and RM48 for UB68. Promotion ends on 31 October 2010. During the promotional period, a FREE modem will be given to subscribers who sign up for UB40 and UB68 with no contract attached. This gives subscribers a freedom of choice without being tied down to long contract. (Promotion ends on 31 Oct 2010).

August 2010 | U Mobile announced its latest IDD

promotion for its postpaid and prepaid subscribers. U Mobile subscribers will enjoy lower IDD voice call rates for as low as 14 sen per minute to fixed and mobile lines in Australia, Bangladesh, China, India, Indonesia, Philippines, Singapore, United Kingdom, USA and Vietnam. This promotion ends on 31st December 2010. | June 2010 | U Mobile announced its new promotion that will allow its prepaid subscribers to enjoy lower voice call rate of 12 sen per minute for calls made from U Mobile 3G network. There is no limit to the number of local phone numbers that users can call to enjoy this rate. The promotion ends on 31 December 2010. | March 2010 | U Mobile Sdn Bhd has launched a new service called " International Airtime Transfer" for its U Prepaid Subscribers on March 12, 2010. With this new service, U Prepaid subscribers are now able to transfer local prepaid airtime credits to their friends and family back in their respective home countries. | December 2009 | U Mobile launched new rate plans that applied to all U Prepaid and U Postpaid subscribers. The new call charges for voice and video calls, SMS and MMS are now based on 30-second charging block instead of 1-second charging block. This is to align ourselves with the industry standard. Three value added services were introduced in the month of December ie; Friend Finder, Fun Chat and Mobile Number Portability (MNP) Query. Friend Finder is a service that enables subscribers to query the whereabouts of their family members & friends while Fun Chat allows U Mobile subscribers to have an 'open' chat service over the WAP channel. Mobile Number Portability (MNP) Query allows subscribers to check if the mobile number which they are calling is from the same network or from other operator. | October 2009 | U Mobile launched its postpaid mobile broadband plan named " U Broadband".

Following to that, U Broadband plan for prepaid was introduced in December 2009. Both the postpaid and prepaid plans offer affordable and flexible plans for as low as RM6 per day to RM68 per month. U Broadband has 5 different plans, namely UB6, UB10, UB20, UB40 and UB68 to suit user's lifestyle and internet usage pattern. | May 2009 | U Mobile introduced its first Supplementary Plan, " U10" and a new value added " U Buddy Service" to provide cost-saving benefits for its Postpaid subscribers. In conjunction with U Mobile 018 prepaid 1st year anniversary on July 2009, prepaid customers were offered 25% top up bonus airtime for every top up made. The promotion ended on 12 July 2009. | February 2009 | U Mobile launched a New 018 Prepaid starter pack, priced at RM6 with preloaded airtime of RM5. The New 018 Prepaid plan revealed a reduced voice and video call rate of 0.7 sen/sec. Complementing the plan are free voice calls from 7 am to 7 pm daily, and 50% off for the remaining hours for calls within the U Mobile network. At the same time, U Mobile also launched the IDD Bonanza promotion to 5 neighbouring countries i. e China, Singapore, Indonesia, Vietnam and India — where IDD call rates were charged at local call rates of 0.7 sen/sec. | October 2008 | U Mobile announced its nationwide Mobile Number Portability (MNP) promotional offerings that enabled consumers to easily switch to U Mobile's exciting rate plans and to enjoy great benefits at no extra cost. Under U Mobile's MNP Promotion, both Prepaid and Postpaid subscribers of other network service providers can switch to U Mobile's rate plans with no processing fee. Simultaneously, U Mobile announced new promotions to provide more great savings for U Mobile subscribers. All new and existing Prepaid and Postpaid subscribers — including Mobile Number

Portability ("MNP") customers who switch to U Mobile — will enjoy free U Mobile-to-U Mobile calls and pay only 1-sen per SMS when sending to any of U Mobile subscribers. The promotion ended on March 31, 2009. | July 2008 | U Mobile introduced 018 prepaid, its first ever prepaid package that is set to break the 3G Market norm with its unique value proposition. The innovative plan developed was based on the 018 concept (zero/free starter pack, 1-sec billing and 8sen/sms), introduces per-second billing to consumers and provides great value-add by offering free prepaid starter packs along with 8sen per SMS across all networks for all customers, all the time. U Mobile is currently the only 3G service provider in Malaysia to offer per-second billing for all its plans both post-paid and prepaid. In conjunction with the introduction of 018 Prepaid, U Mobile also offered three post-paid plans — U38, U68 and U98. U38 offered the lowest commitment fee while U68 offered even lower call rates and the flexibility of no contract periods allowing customers to maximise the benefits of U Mobile's unique per second billing. U98 introduced phone bundling with a selection of high, medium and low end phones that are offered at special prices with an 18 month contract to suit every need and budget. | March 2008 | Capitalising on its HSDPA network, U Mobile launched Surf with U, the company's first ever high-speed mobile internet plan for mass market in March 2008. Combining affordability, simplicity, ease of use and convenience all in one plan, Surf with U is appealing to the young, dynamic and highly mobile target market who appreciates value for money. | November 2007 | Being one of the green field operators in Malaysia, U Mobile entered the market first with a the complete suite of products and services that include mobile telephony and mobile

broadband over a high-speed HSDPA network. Fuel by the need to enrich our customers' experience, for the very first time in the country, a new digital live broadcast TV service known as Mobile LiveTV was introduced in Klang Valley. | At U Mobile, we understand our customer's mobile preferences and make every effort to address the needs and requirements of Malaysian mobile phone users. We are pleased to offer them market-leading features in the services provide as well as to ensure the customer satisfaction of our users. <http://u.com.my/all-about-u/corporate-profile>