

The Africa Mobile Roaming SIM Distributor Information

The Africa Mobile Roaming SIM – at a glance

- Roams in over 190 countries.
- Free to receive calls in over 140 countries.
- From as little as €0.39 to a maximum of €0.99 in others.
- Calls from Western Europe back to European countries cost at most €0.49.
- Calls “in country” cost as little as €0.39.
- SIM valid for 9 months from the last top up, or call being made.
- Retail price of €39 including €15 airtime.
- 10% or more margin on sales of SIM packs.
- 10% or more margin on refill card recharges
- Backed by a GSM network operator.
- 24/7 English speaking customer services call centre.

Roaming

Roaming is defined by the GSM Association as the ability for a cellular customer to automatically make & receive voice calls when traveling outside the geographical coverage area of the home network, by means of using a visited network.

Because of the high proportion of the population who have used their mobile phone while on holiday or business abroad, the term has become widely understood, along with the implications:

- You pay to receive incoming calls on your mobile phone
- You pay substantially more for your usual calls to home and the office.
- Calls “in country” cost much more than calls “at home”.
- Calls to part of the same group travelling abroad are doubly expensive, billed on the call-originating phone as an international call, and on the call-receiving phone as an inbound roaming phone call.
- Calls are particularly expensive if “pay as you go” phones are used.

- There are some marketing programmes of the UK networks for example to lessen the costs to some of their subscriber groups, but the fact remains that mobile phone roaming is expensive; it is often justified as being less expensive than alternatives such as using hotel phone systems.

The Global Market

GSM is the fastest growing communications technology of all time, with the 1 billionth subscriber being registered in the 1st quarter of 2004, with a further quarter of a billion connected during 2004. By the first quarter of 2005, this had grown again to 1.369 billion, of whom 363 million were in western Europe. "The Register" quoted research by Analyzes on 6th May 2005, which predicted that every European will have a GSM phone by 2007.

More people are travelling despite wars, terrorism, oil price, disease: there was for example a 35% increase in the UK "short haul" market – i.e. flights to Western Europe – from 1995 to 2004. Trips for leisure purposes account for 76% of all traffic, compared with 68% in 1995, with business trips making up the 24% balance.

The Department for Transport were forecasting between 99.6 and 107.3 million short haul passengers in 2005, and between 53.1 and 57.1 million long haul passengers in the same year from UK airports. These figures are expected to grow to 123.7 and 69.3 million respectively by 2010. The same applies to many other countries.

More calls are being made while people travel: the industry's key indicator of "ARPU" (average revenue per user) is stabilising despite the introduction of prepaid tariffs and bundling of minutes; Vodafone recently published figures showing an ARPU across their international client base of £300 p.a. Analysys

Research established that an increasing number of people have more than 1 SIM, up from 22 to 32% between just 2003 and 2004, and that it will become more useful to measure Average Revenue per Unique Subscriber ("ARPUS") in future; whilst ARPU has been relatively static, "ARPUS" shows an increase.

The Africa Mobile SIM

The Africa Mobile 09 Roaming SIM is the perfect answer for the “leisure traveller” and the business traveller alike and provides low cost calls home.

Unlike conventional roaming, it is free to receive calls in over 140 countries.

These two features make phone calls on group travel particularly inexpensive: previously, there was the high cost of a call back to home country, and then the cost to receive the inbound call on the called phone. Two high charges are replaced by one low charge and one no-charge! The SIM roams in over 190 countries. At the time of writing, this was more than most other operators are offering.

Calls “in country” cost as little as €0.39 The SIM retails for €39 and includes €15 of airtime. The SIM is valid for a remarkable 9 months from the date of the last top up, or call being placed.

A top up is required when there is only €1 of credit left on the account.

Topping up can be done online and by phone using Amex, JCB, MasterCard or Visa credit cards, and vouchers purchased from the distributor’s distribution channels. By agreement with the customer, it is also possible to have automated top ups so that the phone doesn’t run out of credit.

It is not possible to call toll free numbers or premium rate numbers, and at this time data connections are not possible.

The Tariff

These are the steps to calculate the cost of the calls you make while abroad:

1. Locate the country you want to call from and note its “**origination zone**”
2. Locate the country you want to call, and note its “**destination zone**”.
3. Refer to the matrix below to see the cost per minute.

To: Destination Zone Africamobile-09 Rates in Euros

From	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Zone 1	€ 0.39	€ 0.39	€ 0.55	€ 0.75	€ 1.52	€ 1.80
Zone 2	€ 0.49	€ 0.49	€ 0.65	€ 0.85	€ 1.62	€ 1.90
Zone 3	€ 0.54	€ 0.54	€ 0.70	€ 0.90	€ 1.67	€ 1.95
Zone 4	€ 0.74	€ 0.74	€ 0.90	€ 1.10	€ 1.87	€ 2.15
Zone 5	€ 1.39	€ 1.39	€ 1.55	€ 1.75	€ 2.52	€ 2.80
Zone 6	€ 2.19	€ 2.19	€ 2.35	€ 2.55	€ 3.32	€ 3.60

Origination Zones – The Country you are calling from

Zone 1

Australia, Austria, Bahamas, Balearic Islands, Belgium, Benin, Bhutan, Brazil, Brunei, Canary Islands, Columbia, Costa Rica, Cyprus, Denmark, Finland, France, Germany, Greece, Guernsey, Guinea, Ireland, Isle of Man, Israel, Italy, Japan, Jersey, Lichtenstein, Madeira, Malaysia, Malawi, Monaco, Mongolia, Nicaragua, Niger, Norway, Panama, Rwanda, San Marino, Singapore, Sudan, Sweden, Taiwan, Tajikistan, Turks and Caicos, United Arab Emirates (UAE), UK

Zone 2

Algeria, Andorra, Antigua and Barbuda, Bolivia, Botswana, Burkina Faso, Burundi, Chad, Congo, Dominican Republic, Ecuador, Egypt, El Salvador, Faeroes, Gabon, Gambia, Georgia, Ghana, Gibraltar, Guatemala, Iran, Iraq, Ivory Cost, Kyrgyzstan, Laos, Latvia, Lithuania, Liberia, Luxembourg, Macedonia, Mauritius, Mexico, Montenegro, Mozambique, Nepal, Netherlands, New Zealand, Palestine, Poland, Portugal, Saudi Arabia, Sierra Leone, South Africa, Spain, Swaziland, Togo, Trinidad and Tobago, Uganda, Uruguay, Uzbekistan, Venezuela, Zambia, Zimbabwe

Zone 3

Antilles French, Albania, Armenia, Aruba, Azerbaijan, Bahrain, Belarus, Belize, Bosnia Herzegovina, Bulgaria, Cambodia, Cameroon, Central African Republic, Chile, Croatia, Czech Republic, French West Indies, French Guyana, French Polynesia, Fiji, Guadeloupe, Honduras, Hungary, Jamaica, Jordan, Kazakhstan, Kuwait, Lebanon, Martinique, Madagascar, Maldives, Malta, Moldova, Namibia, Netherlands Antilles, Nigeria, Oman, Pakistan, Paraguay, Senegal, Seychelles, Slovakia, Slovenia, Tunisia, Turkey, Turkmenistan, Yemen

Zone 4

Afghanistan, Cape Verde, China, Equatorial Guinea, Estonia, Ethiopia, Greenland, Hong Kong, Kenya, Mali, Mauritania, Morocco, New Caledonia, Peru, Qatar, Romania, Russian Federation, Serbia, Syria, Tanzania, Vietnam.

Zone 5

Bangladesh, Bermuda, Cuba, Indonesia, Macau, Philippines, Reunion, Sri Lanka, Thailand, Tokelau, Ukraine.

Zone 6

Alaska, Argentina, Canada, Hawaii, India, Puerto Rico, USA

Destination Zones – The Country you are calling to

Zone 1

Alaska, Andorra, Argentina, Australia, Austria, Azores, Balearic Islands, Belgium, Canada, Canary Islands, Chile, China, Costa Rica, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Gibraltar, Greece, Guam, Hawaii, Hong Kong, Hungary, Iceland, Ireland, Israel, Italy, Jamaica, Japan, Korea (South), Lichtenstein, Luxembourg, Madeira, Malaysia, Monaco, Mongolia, Netherlands, Norway, Panama, Poland, Portugal, Puerto Rico, Russian Federation, San Marino, Singapore, Spain, Sweden, Switzerland, Taiwan, UK, USA, Venezuela, Virgin Isles (UK), Virgin Isles (US)

Zone 2

Bahamas, Bermuda, Brazil, Brunei, Bulgaria, Columbia, Croatia, Dominican Republic, India, Kuwait, Kyrgyzstan, Lithuania, Macau, Malawi, Mexico, Palestine, Samoa (USA), South Africa, Thailand

Zone 3

Albania, Algeria, Antigua & Barbuda, Armenia, Aruba, Bangladesh, Barbados, Bolivia, Botswana, Burkina Faso, Burundi, Cayman Islands, Central African Republic, Congo, Ecuador, El Salvador, Estonia, Faeroes, French Antilles & Martinique, French Guiana, Gabon, Georgia, Ghana, Grenada, Guadeloupe, Guatemala, Indonesia, Iran, Laos, Latvia, Lebanon, Lesotho, Malta, Martinique, Mauritius, Moldova, Mozambique, Netherlands Antilles, New Zealand, Niger, Nigeria, Paraguay, Peru, Reunion, Romania, Saudi Arabia,

Serbia, Slovakia, Slovenia, St. Kitts and Nevis, Swaziland, Togo, Trinidad and Tobago, UAE, Uganda, Ukraine, Uruguay, Uzbekistan, Zambia, Zimbabwe.

Zone 4

Angola, Anguilla, Azerbaijan, Bahrain, Belize, Benin, Bhutan, Dominica, Egypt, Gambia, Guinea, Haiti, Iraq, Ivory Coast, Jordan, Kazakhstan, Kenya, Liberia, Libya, Macedonia, Madagascar, Maldives, Mali, Mayotte & Comoros, Montserrat, Morocco, Namibia, Nicaragua, Oman, Philippines, Senegal, Seychelles, Sierra Leone, Sri Lanka, St. Lucia, St. Pierre and Miquelon, St. Vincent and The Grenadines, Sudan, Tajikistan, Tunisia, Turkey, Turkmenistan, Turks and Caicos, Yemen.

Zone 5

Belarus, Bosnia Herzegovina, Cambodia, Cameroon, Cape Verde, Chad, Chatham Islands, Cuba, East Timor, Equatorial Guinea, Fiji, French Polynesia, Marshall Island, Mauritania, Pakistan, Qatar, Rwanda, Surinam, Tanzania, Vietnam.

Zone 6

Afghanistan, Antarctica, Ascension Island, Christmas Islands, Cocos Islands, Comoros, Cook Island, Diego Garcia, Djibouti, Easter Islands, Eritrea, Ethiopia, Falkland Islands, Greenland, Guantanamo Bay, Guinea-Bissau, Guyana, Honduras, Kiribati, Korea (North), Micronesia, Myanmar, Nauru, Nepal, New Caledonia, Niue, Norfolk Islands, Northern Marianas and Saipan, Palau, Papua New Guinea, Samoa (Western), Sao Tome and Principe, Solomon Islands, Somalia, St. Helena, Syria, Tuvalu, Vanuatu, Wallis and Futuna.

Incoming calls: Zones referred to are the Originating Zones

- **Incoming calls are free while you are in Zone 1, Zone 2, and Zone 3.**
- **Incoming calls to Zone 4 are charged at €0.29.**
- **Incoming calls to Zone 5 are charged at €0.69.**
- **Incoming calls to Zone 6 are at €0.99**
- **There is a surcharge of € 0.20 per minute if a call is being placed to a mobile phone.**
- **There is a one time connecting fee of € 0.25 per call.**

- Text messages: it is free to receive a text message, and €0.49 to send a text message, regardless of zone.

Revenue Streams

The SIM packs retail for €39 and include an initial €15 of airtime.

There are two distinct revenue streams for the Distributor, both of which are turnover related:

a) The SIM cards

Quantity p.a.	Margin
1 – 5000	10%

b) Airtime recharges

Value in € p.a.	Margin
Less than 50,000	10%

The SIM cards can be topped up in a variety of ways, including by phone to customer service (24/7 availability), and via the Internet. SIM cards. The minimum order for SIM cards is 50pcs, and the minimum order for top up vouchers is €100.

The Opportunity

The Roaming SIM programme can be offered to companies and the leisure market alike. Whilst the “ARPU” (average revenue per user) is higher for business travel users, there is a substantial saving for people wishing to make mobile calls while on holidays and short breaks, so the offer is attractive for a high proportion of the approximately 100 million short haul journeys out of the UK for example per year as well as the 53 –57 million long haul passengers.

The following example shows the income streams for just 1.000 SIMs sold by a Distributor, based on an average monthly top up of just €10. These figures can then be multiplied to achieve figures for different volumes of SIM card sales and top up levels.

Item / Description	Value in €
Retail Price	€ 39
1000 SIM sales	€ 39.000
10% Margin on SIM sales	€ 3.900

€ 10.00 Top Up / Month	€ 10.000
20% Ongoing airtime	€ 2.000
12 months' airtime value	€ 24.000
Margin on SIM sale	€ 3.900
Year 1 Revenue Stream	€ 33.750

As a quick "rule-of-thumb": for every 100 SIMs, €10 of (average) monthly top up raises € 200.- of monthly recurring revenue for the Distributor. So 250 SIMs topping up at €10/ month gives 2.5 times that, or € 500.-; and 250 SIMs topping up at €20 / month provide 5 times that, or € 1.000.-.

Increased levels of sales lead to higher margins on SIMs and higher ongoing commissions, as illustrated in the earlier section.

**APPLY TODAY TO BE OUR DISTRIBUTOR AND JOIN ONE OF THE
FASTEST GROWING ROAMING NETWORKS IN THE WORLD**

**OUR APPLICATION FORM IS AVAILABLE ON LINE [CLIK HERE TO GO TO
THE FORM](#)**