BUSINESS ANALYSIS REPORT

Comprehensive Telecommunications Metrics Analysis

Date: June 22, 2025

Analysis based on multi-operator data
and market segments

STRATEGIC OVERVIEW

KEY FINDINGS:

 ARPU & PROFITABILITY:
• POSTPAID generates highest ARPU (59.36), *followedbyPREPAID*(58.65)
• TIGO leads in average ARPU ($60.14) among operators
• Colombia represents 67% of total revenue

 CUSTOMER SEGMENTATION:
• 4,732 total customers distributed evenly across operators
• 49% of customers have POOR credit score (<580)
• Only 32.6% of customers are ACTIVE, 33.6% suspended

 GEOGRAPHIC DISTRIBUTION:
• Colombia dominates with Bogotá (742 customers) and Medellín (711 customers)
• Peru and Argentina show growth potential
• Mexico and Chile represent emerging markets

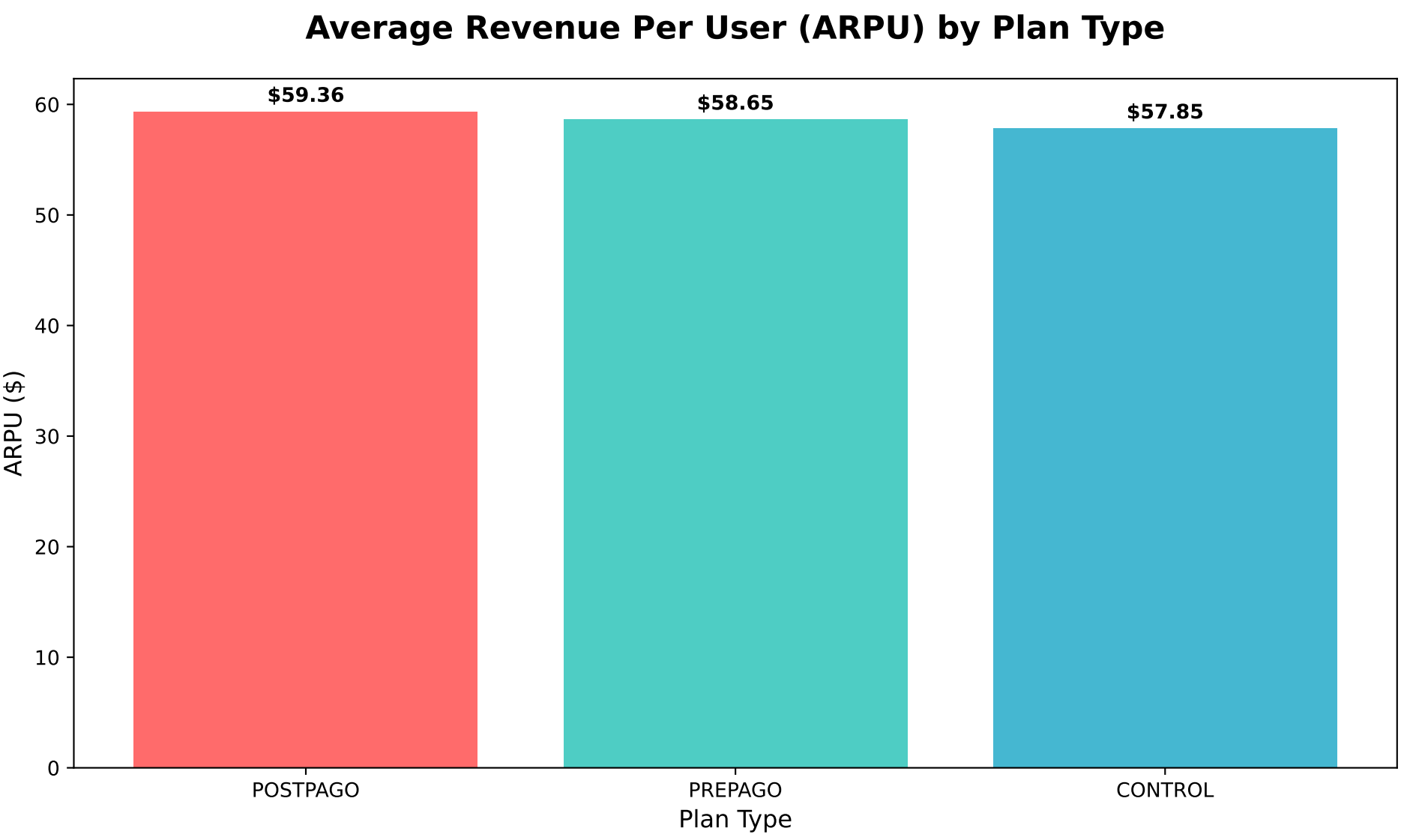
 SERVICES & ADOPTION:
• INTERNATIONAL (49.7%) and VOICE (49.1%) are most popular services
• 4-service combinations generate higher ARPU ($56-60)
• Opportunity in DATA and SMS services

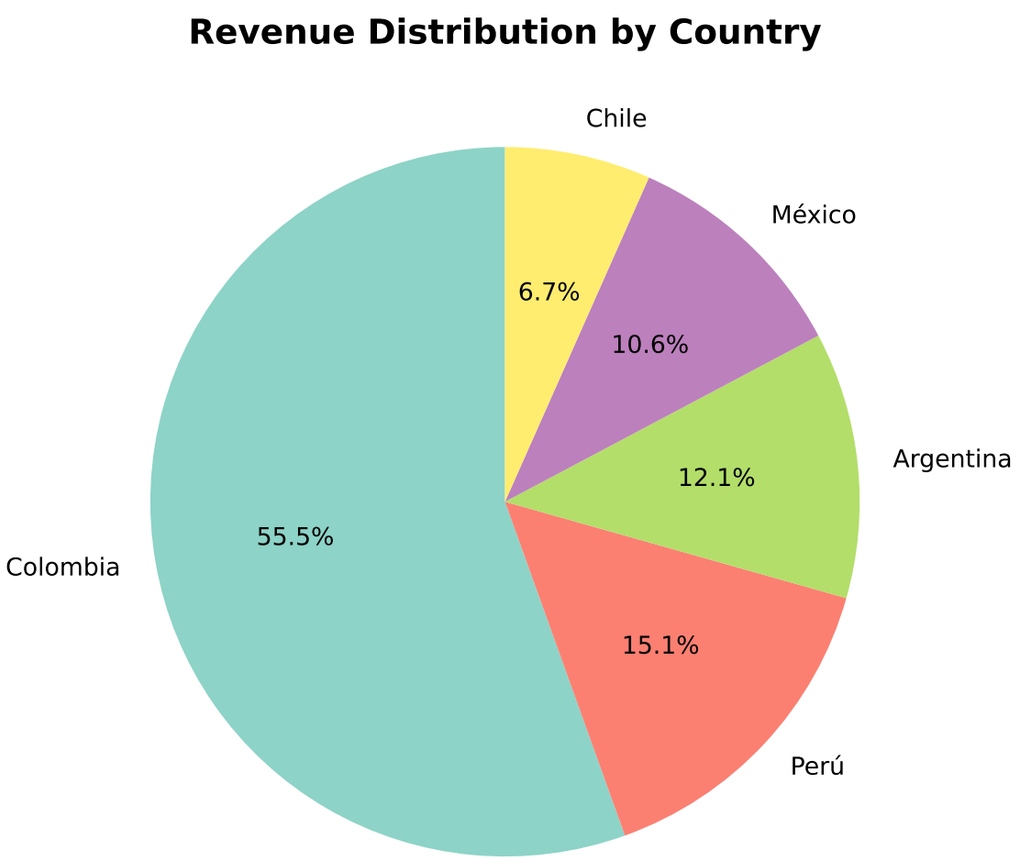
 TRENDS:
• Stable acquisition until 2025, with decline thereafter
• WOM shows irregular acquisition peaks
• Need for retention and reactivation strategies

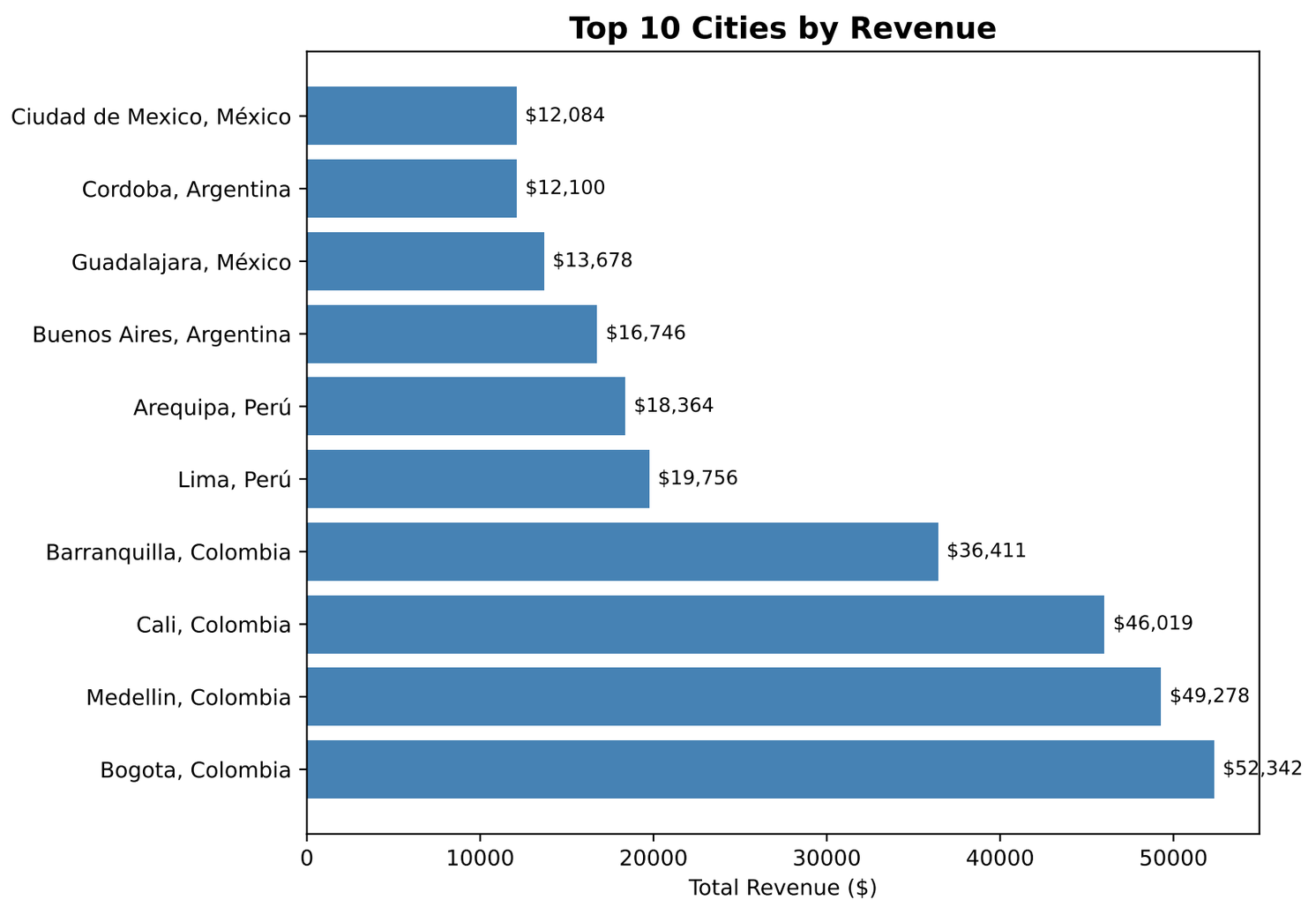
⚠ ATTENTION AREAS:
• High percentage of suspended/inactive customers
• Uniform payment behavior regardless of credit score
• Cross-selling opportunities in underutilized services

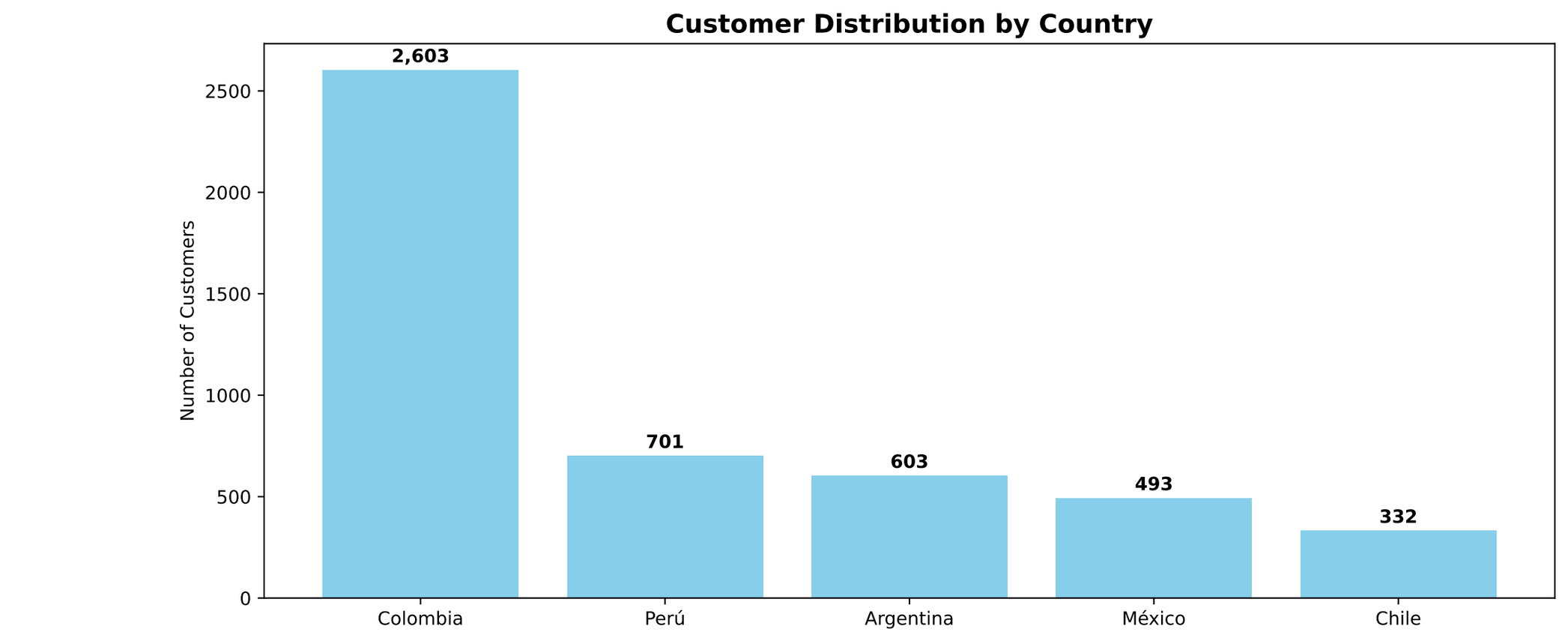
Key Metrics Summary

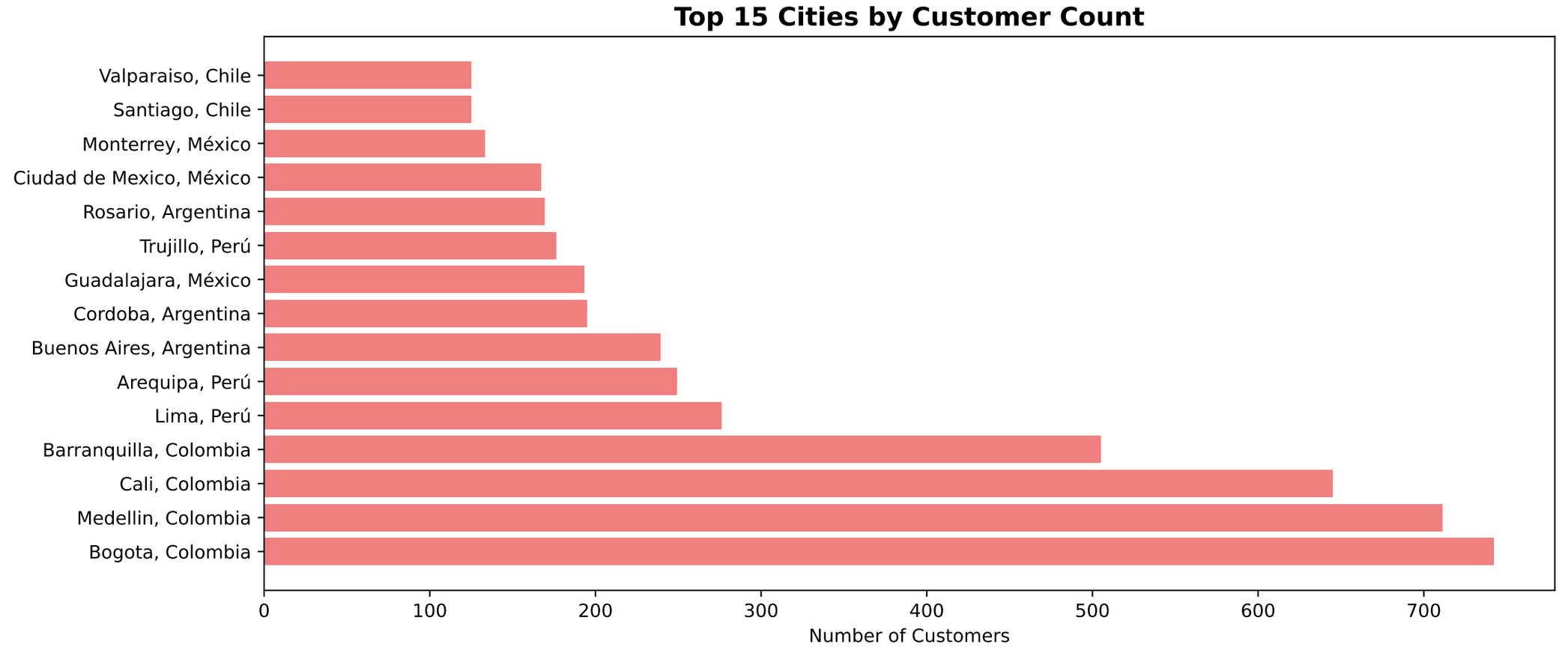
Metric	Value
Total Customers	4,732
Total Revenue	$331,678.71
Global Average ARPU	$70.09
Countries Covered	5
Cities Covered	16
Operators	4
Available Services	5
Active Customers (%)	32.6%
Average Service Penetration	49.1%

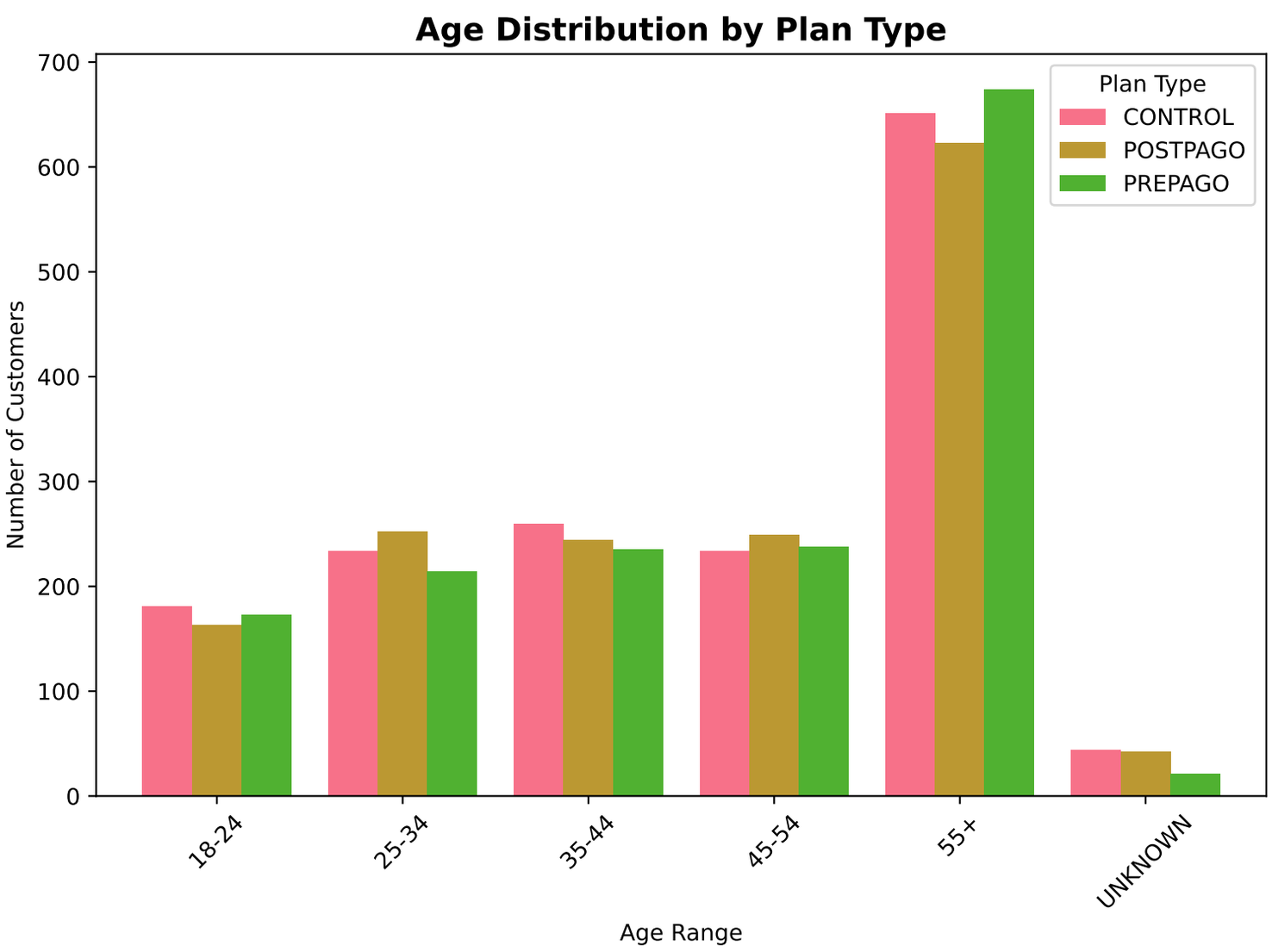

Average Revenue Per User (ARPU) by Plan Type
$59.36
$58.65
$57.85
ARPU ($)
0
10
20
30
40
50
60
POSTPAGO
PREPAGO
CONTROL
Plan Type

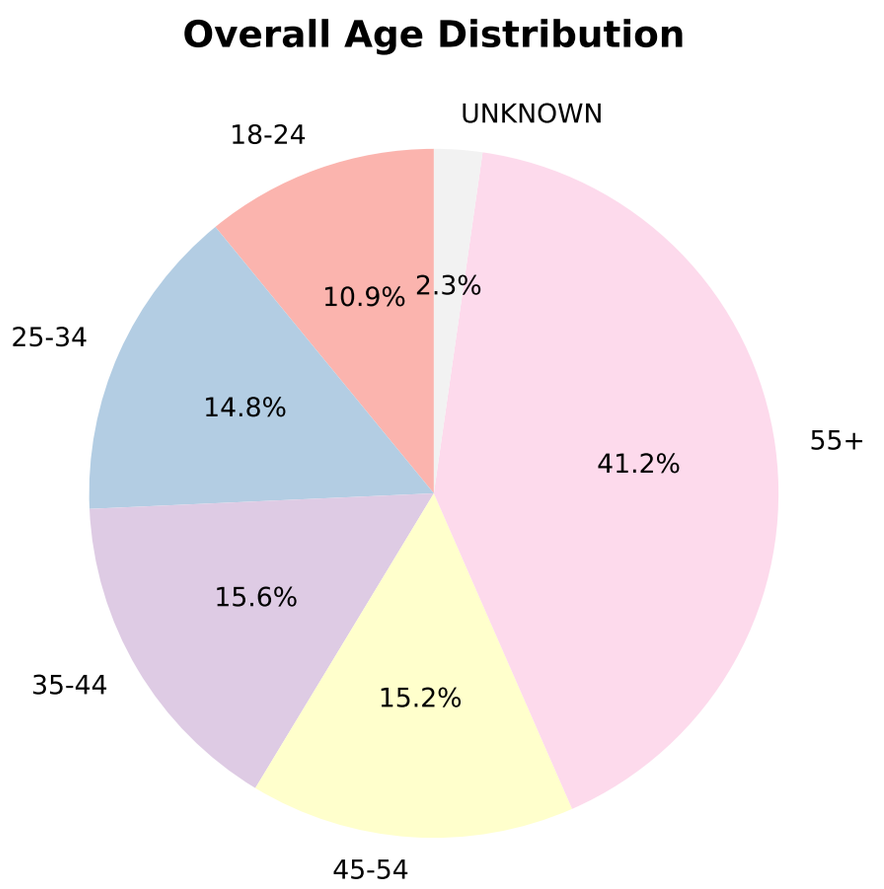

Revenue Distribution by Country
Chile
México
Argentina
Colombia
Perú
6.7%
10.6%
12.1%
55.5%
15.1%

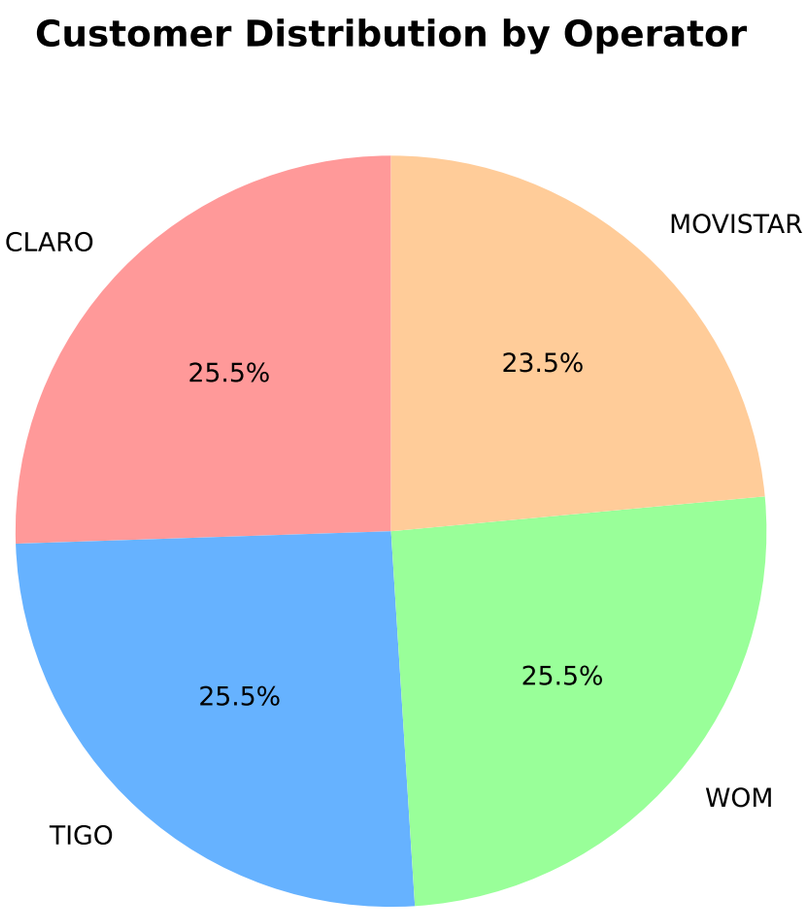

Top 10 Cities by Revenue
Ciudad de Mexico, México
Cordoba, Argentina
Guadalajara, México
Buenos Aires, Argentina
Arequipa, Perú
Lima, Perú
Barranquilla, Colombia
Cali, Colombia
Medellin, Colombia
Bogota, Colombia
$12,084
$12,100
$13,678
$16,746
$18,364
$19,756
$36,411
$46,019
$49,278
$52,342
0
10000
20000
30000
40000
50000
Total Revenue ($)

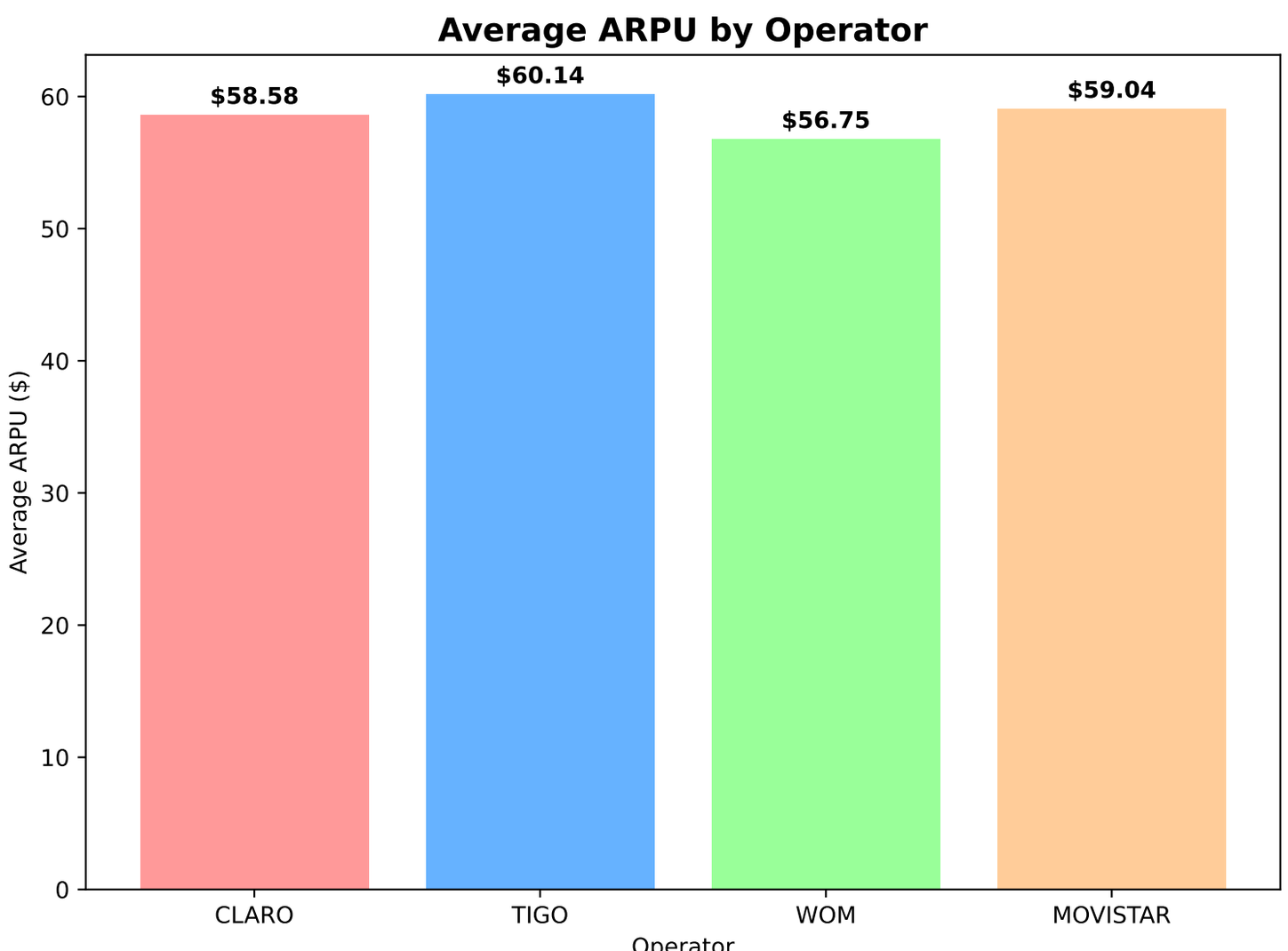

Customer Distribution by Country
Number of Customers
0
500
1000
1500
2000
2500
2,603
701
603
493
332
Colombia
Perú
Argentina
México
Chile

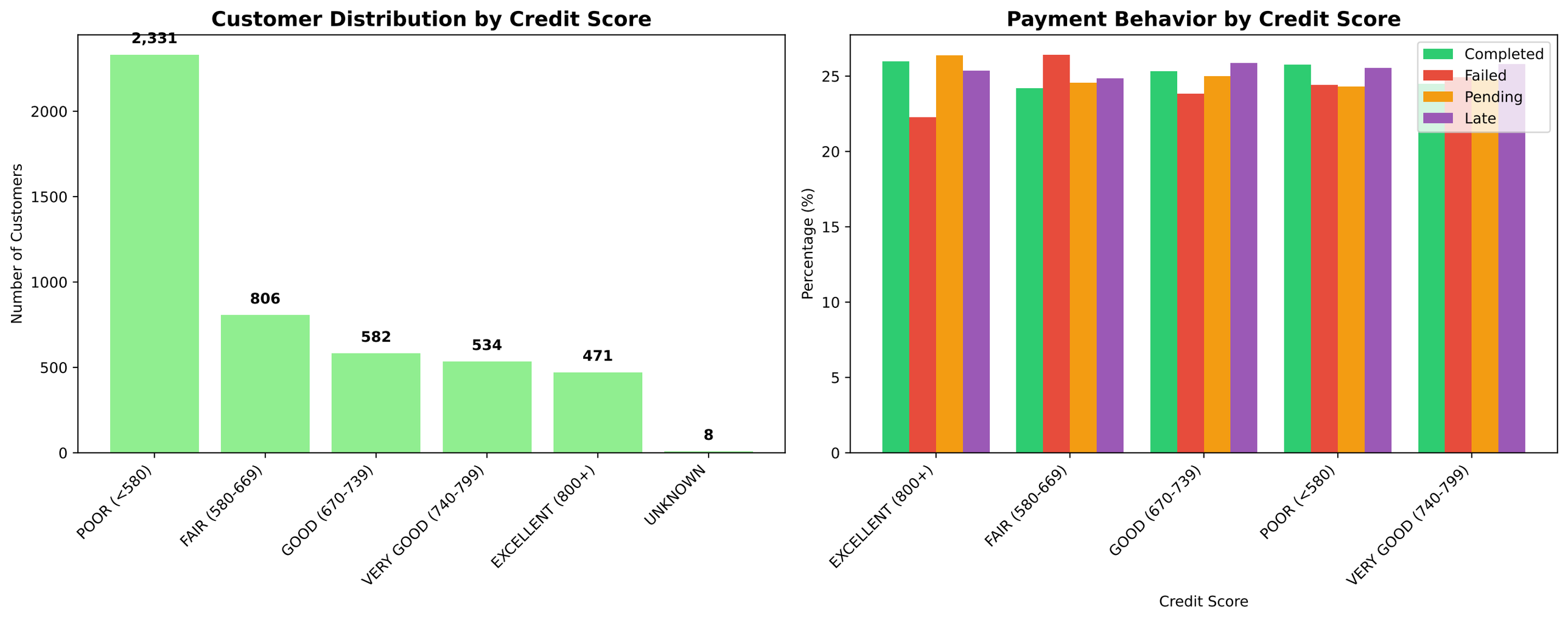

Top 15 Cities by Customer Count
Valparaiso, Chile
Santiago, Chile
Monterrey, México
Ciudad de Mexico, México
Rosario, Argentina
Trujillo, Perú
Guadalajara, México
Cordoba, Argentina
Buenos Aires, Argentina
Arequipa, Perú
Lima, Perú
Barranquilla, Colombia
Cali, Colombia
Medellin, Colombia
Bogota, Colombia
0
100
200
300
400
500
600
700
Number of Customers

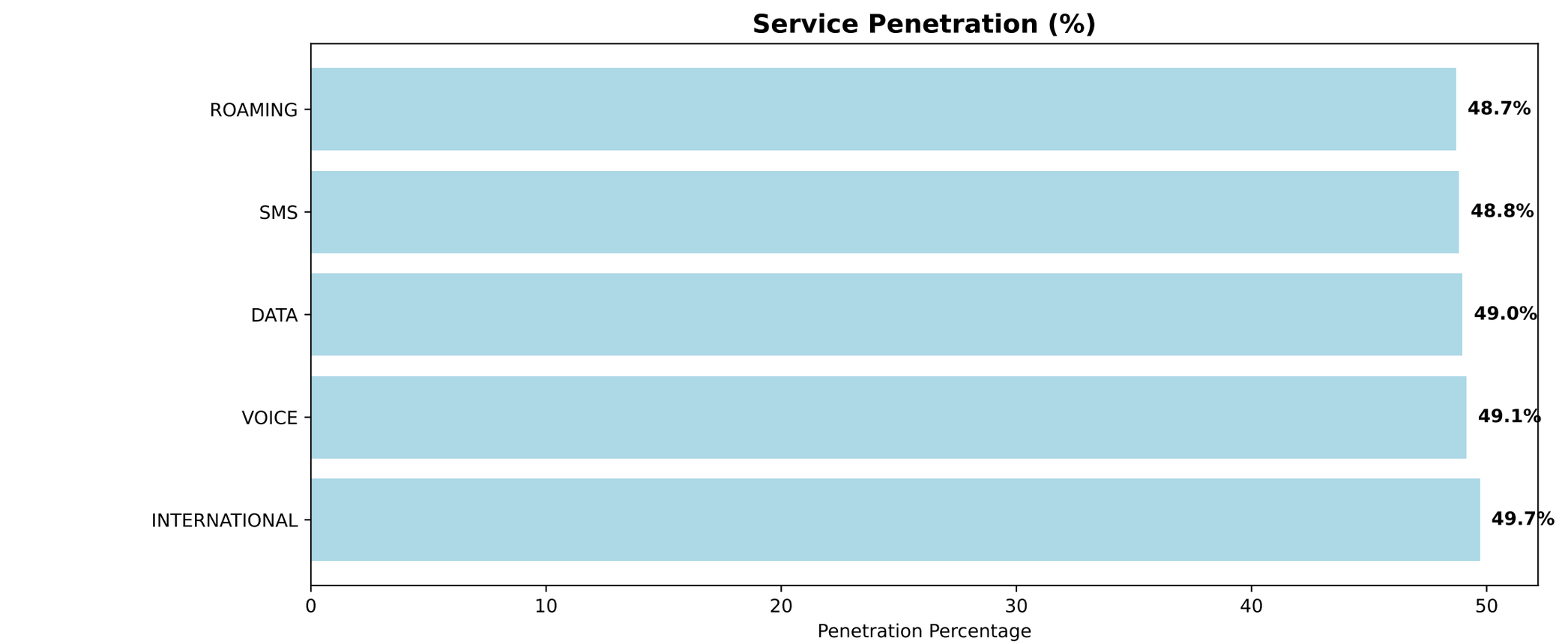

Age Distribution by Plan Type
Number of Customers
Age Range
Plan Type
CONTROL
POSTPAGO
PREPAGO
0
100
200
300
400
500
600
700
18-24
25-34
35-44
45-54
55+
UNKNOWN

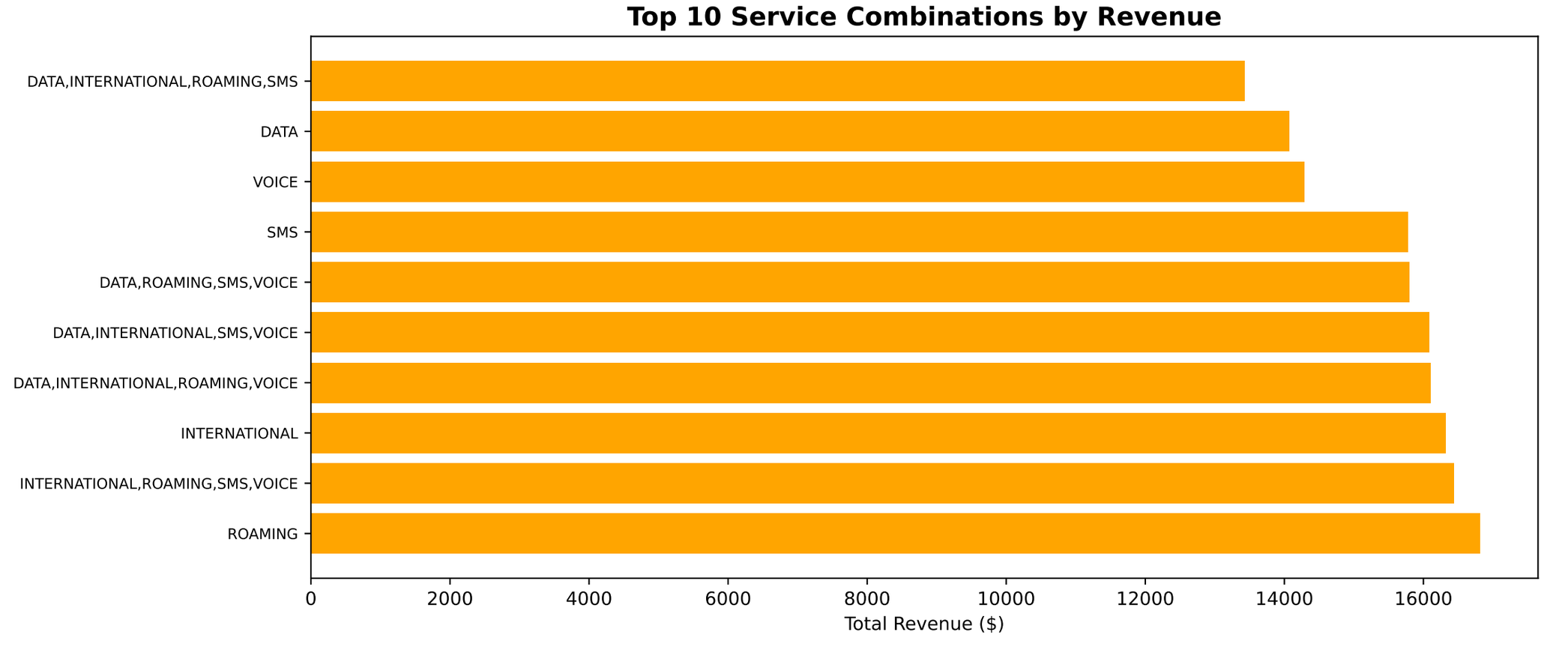

Overall Age Distribution
18-24
10.9%
25-34
14.8%
35-44
15.6%
45-54
15.2%
55+
41.2%
UNKNOWN
2.3%

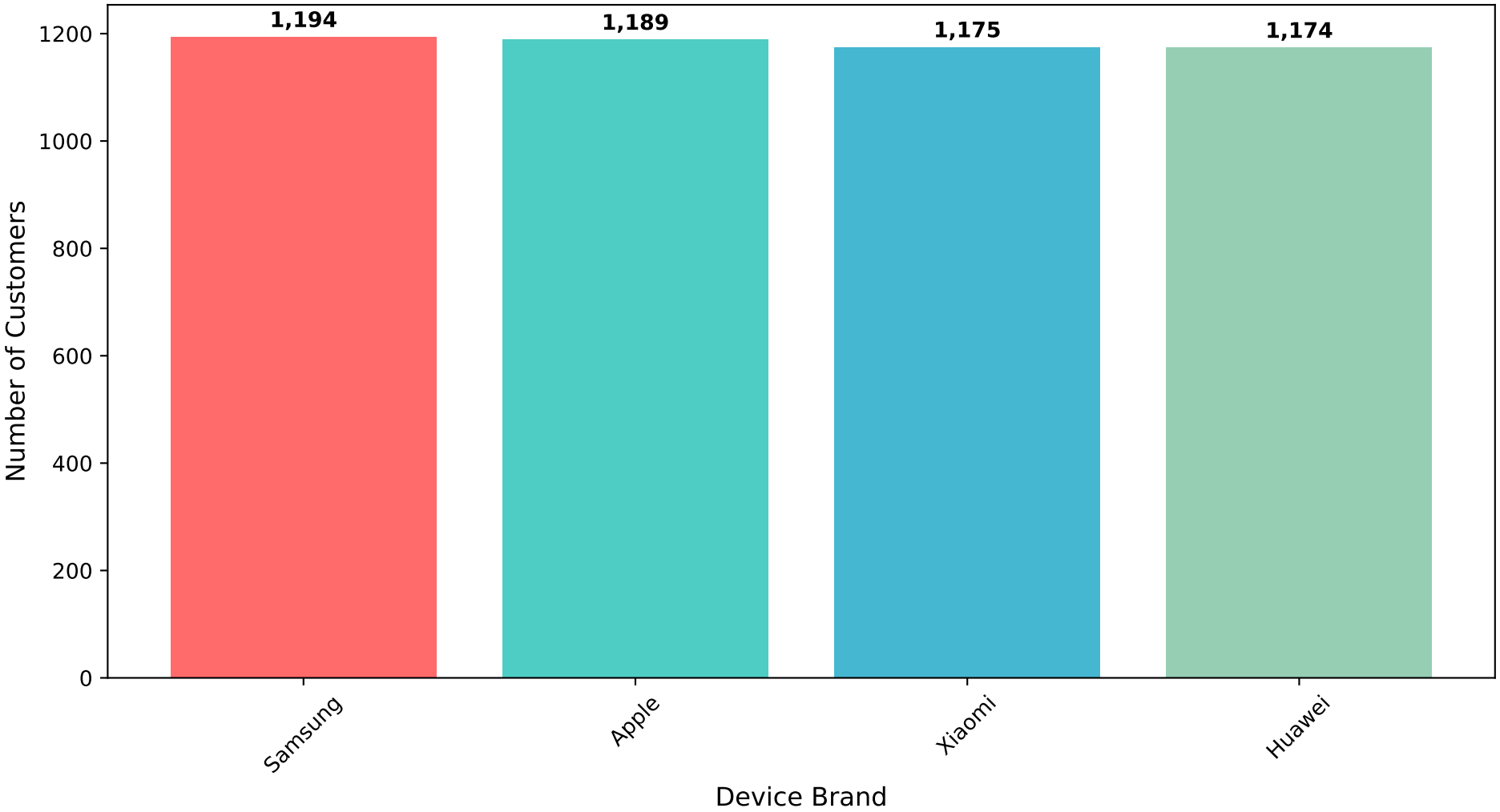

Customer Distribution by Operator
CLARO
MOVISTAR
25.5%
23.5%
25.5%
25.5%
TIGO
WOM

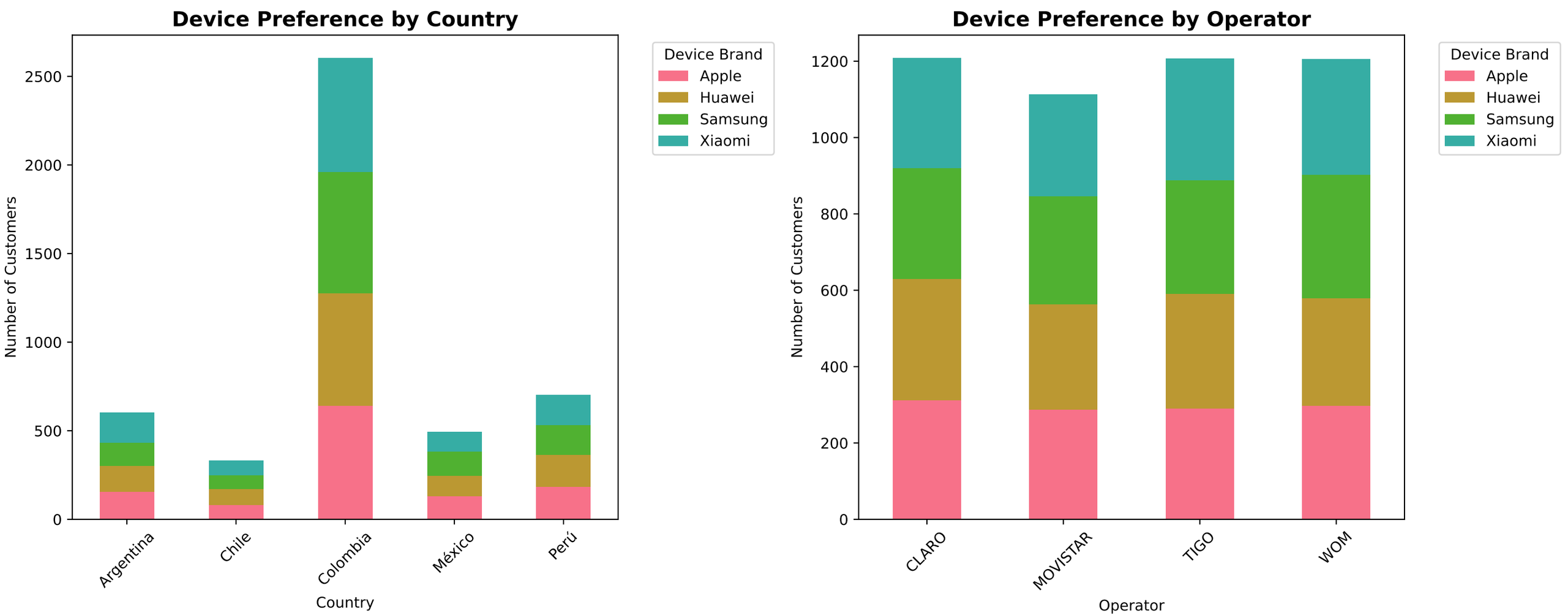

Average ARPU by Operator
$58.58
$60.14
$56.75
$59.04
Average ARPU ($)
0
10
20
30
40
50
60
CLARO
TIGO
WOM
MOVISTAR
Operator

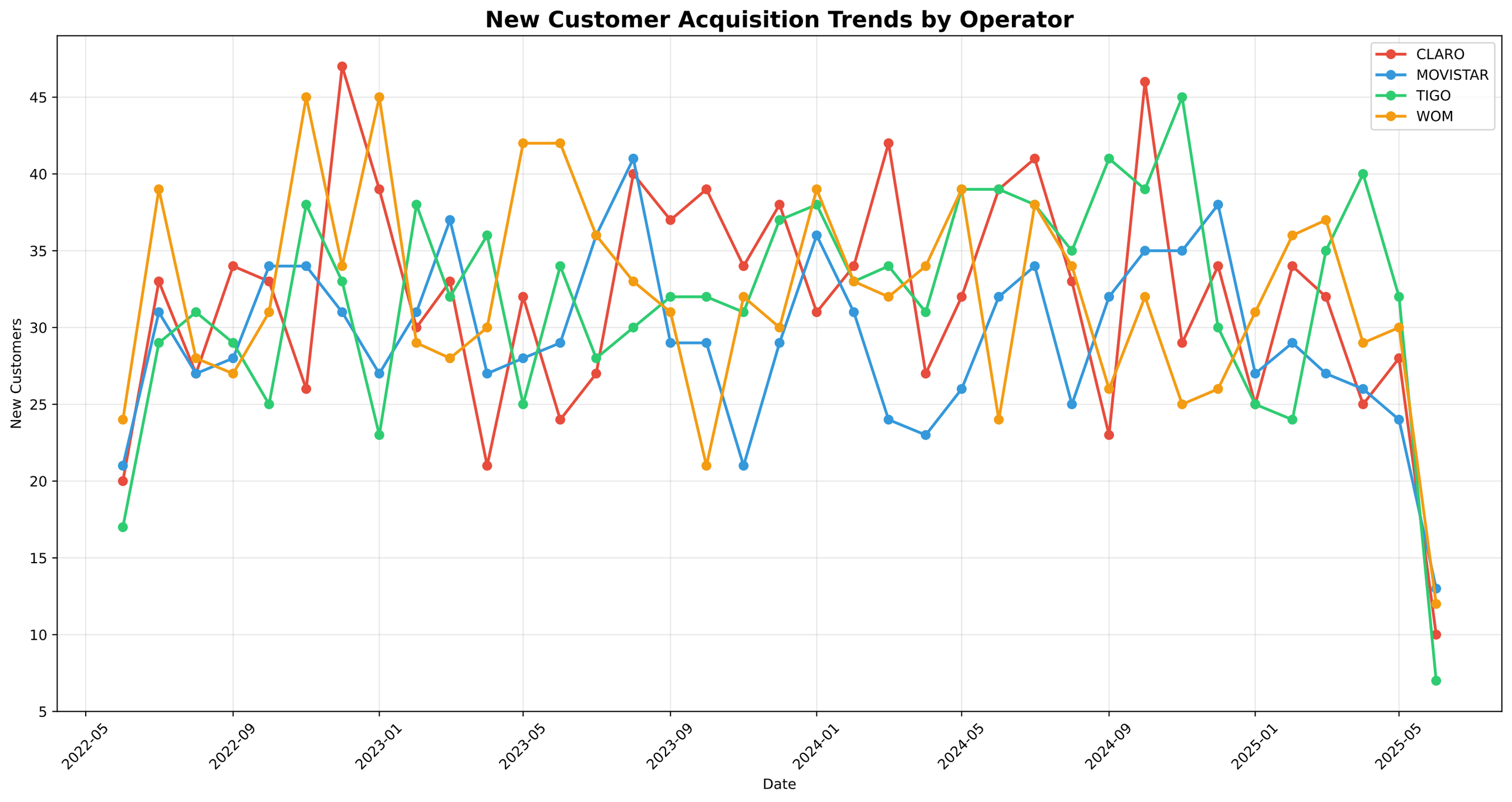

Customer Distribution by Credit Score
Number of Customers
0
500
1000
1500
2000
2,331
806
582
534
471
8
POOR (<580)
FAIR (580-669)
GOOD (670-739)
VERY GOOD (740-799)
EXCELLENT (800+)
UNKNOWN
Payment Behavior by Credit Score
Percentage (%)
0
5
10
15
20
25
Completed
Failed
Pending
Late
EXCELLENT (800+)
FAIR (580-669)
GOOD (670-739)
POOR (<580)
VERY GOOD (740-799)
Credit Score

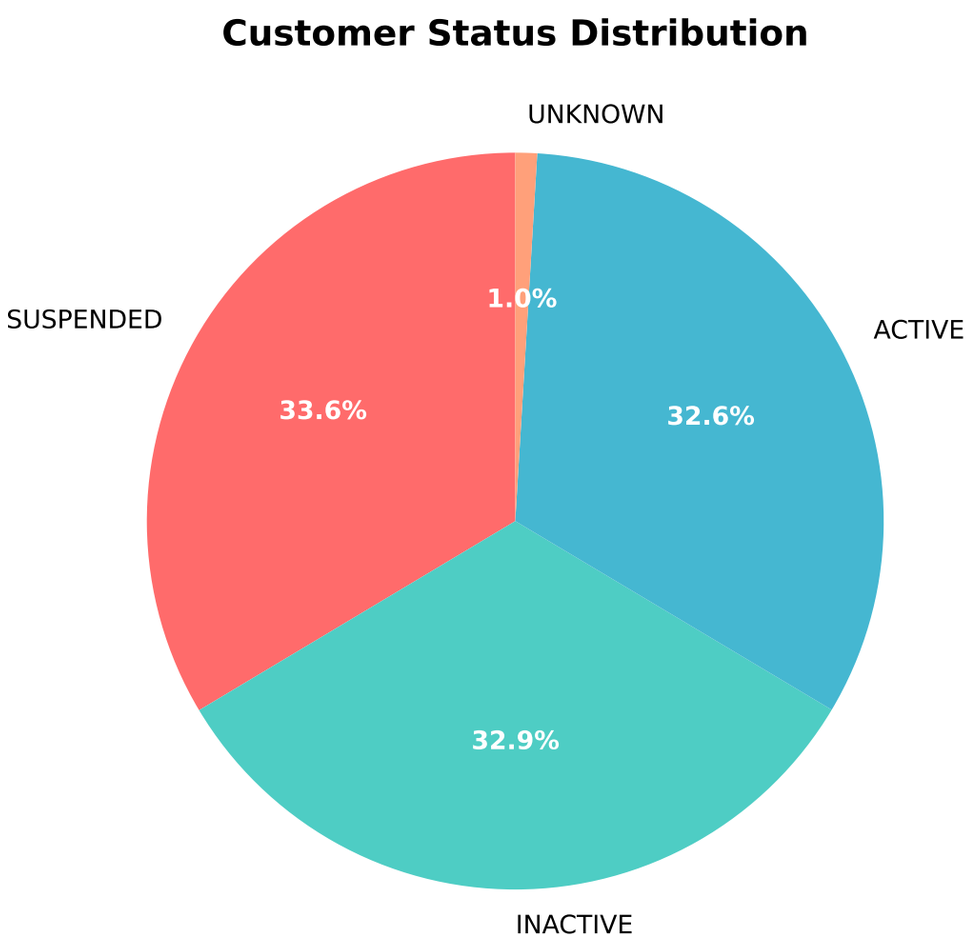

Service Penetration (%)
ROAMING
SMS
DATA
VOICE
INTERNATIONAL
48.7%
48.8%
49.0%
49.1%
49.7%
0
10
20
30
40
50
Penetration Percentage

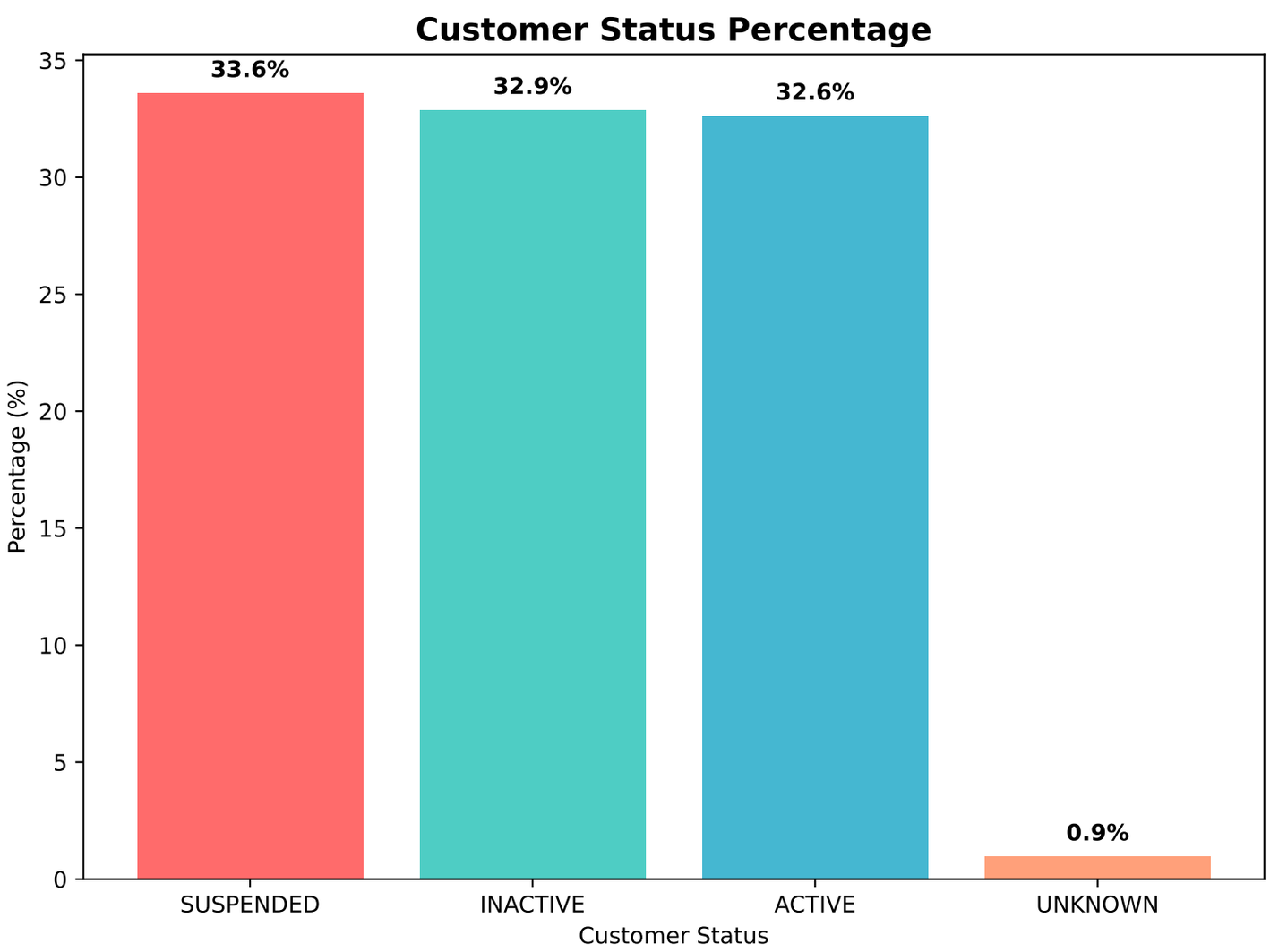

Top 10 Service Combinations by Revenue
DATA,INTERNATIONAL,ROAMING,SMS
DATA
VOICE
SMS
DATA,ROAMING,SMS,VOICE
DATA,INTERNATIONAL,SMS,VOICE
DATA,INTERNATIONAL,ROAMING,VOICE
INTERNATIONAL
INTERNATIONAL,ROAMING,SMS,VOICE
ROAMING
0
2000
4000
6000
8000
10000
12000
14000
16000
Total Revenue ($)


Device Brand Popularity
1,194
1,189
1,175
1,174
1200
1000
800
600
400
200
0
Number of Customers
Samsung
Apple
Xiaomi
Huawei
Device Brand


Device Preference by Country
Number of Customers
0
500
1000
1500
2000
2500
Argentina
Chile
Colombia
México
Perú
Country
Device Brand
Apple
Huawei
Samsung
Xiaomi
Device Preference by Operator
Number of Customers
0
200
400
600
800
1000
1200
CLARO
MOVISTAR
TIGO
WOM
Operator
Device Brand
Apple
Huawei
Samsung
Xiaomi


New Customer Acquisition Trends by Operator
CLARO
MOVISTAR
TIGO
WOM
New Customers
Date
5
10
15
20
25
30
35
40
45
2022-05
2022-09
2023-01
2023-05
2023-09
2024-01
2024-05
2024-09
2025-01
2025-05


Customer Status Distribution
UNKNOWN
SUSPENDED
ACTIVE
1.0%
33.6%
32.6%
32.9%
INACTIVE


Customer Status Percentage
Percentage (%)
0
5
10
15
20
25
30
35
33.6%
32.9%
32.6%
0.9%
SUSPENDED
INACTIVE
ACTIVE
UNKNOWN
Customer Status