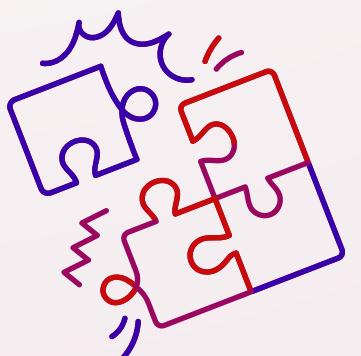




1st Round of  
MASTERMIND 2.0  
presented by



## Innovating for Impact: Robi's Next Frontier



Where Strategy  
Meets Technology!





উদ্বোধন হলো  
চট্টগ্রাম এলিভেটেড এক্সপ্রেসওয়ে  
**জানি বাংলাদেশ  
পারমেতুমিও!**



- Digital Transformation**
- Innovation-Driven**
- 4G Leadership**
- Affordable Services**
- Pioneering Change**

**577 new 4G sites added to expand coverage.**



**This has boosted the 4G user base to 3.55 crore, supporting digital inclusion.**

### **4G USERS**

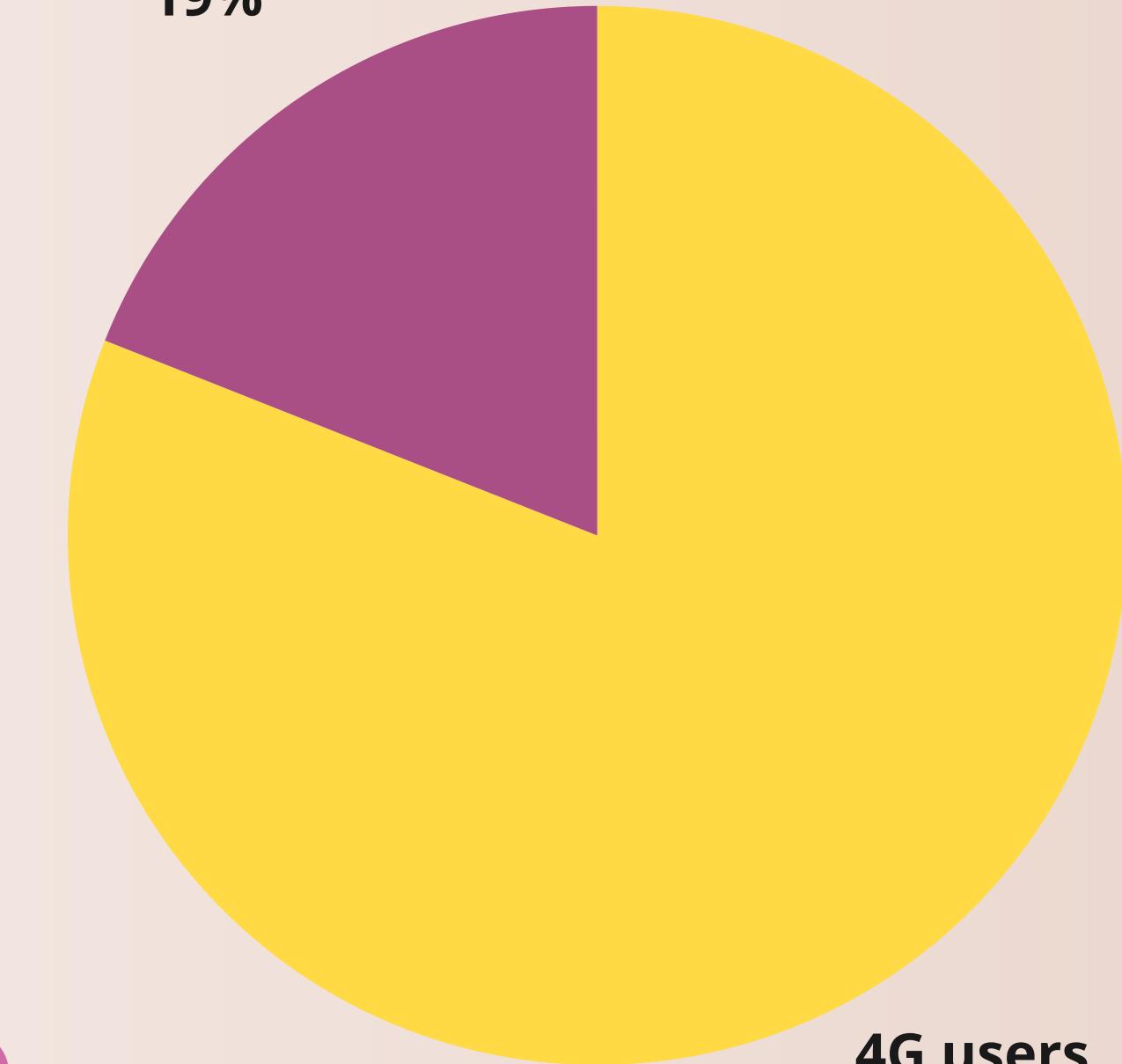
**81% of data customers now use 4G, highlighting Robi's network expansion success.**

### **NON-4G USERS**

**19% of data customers still use non-4G services, indicating potential for growth.**

**Non-4G users**

**19%**

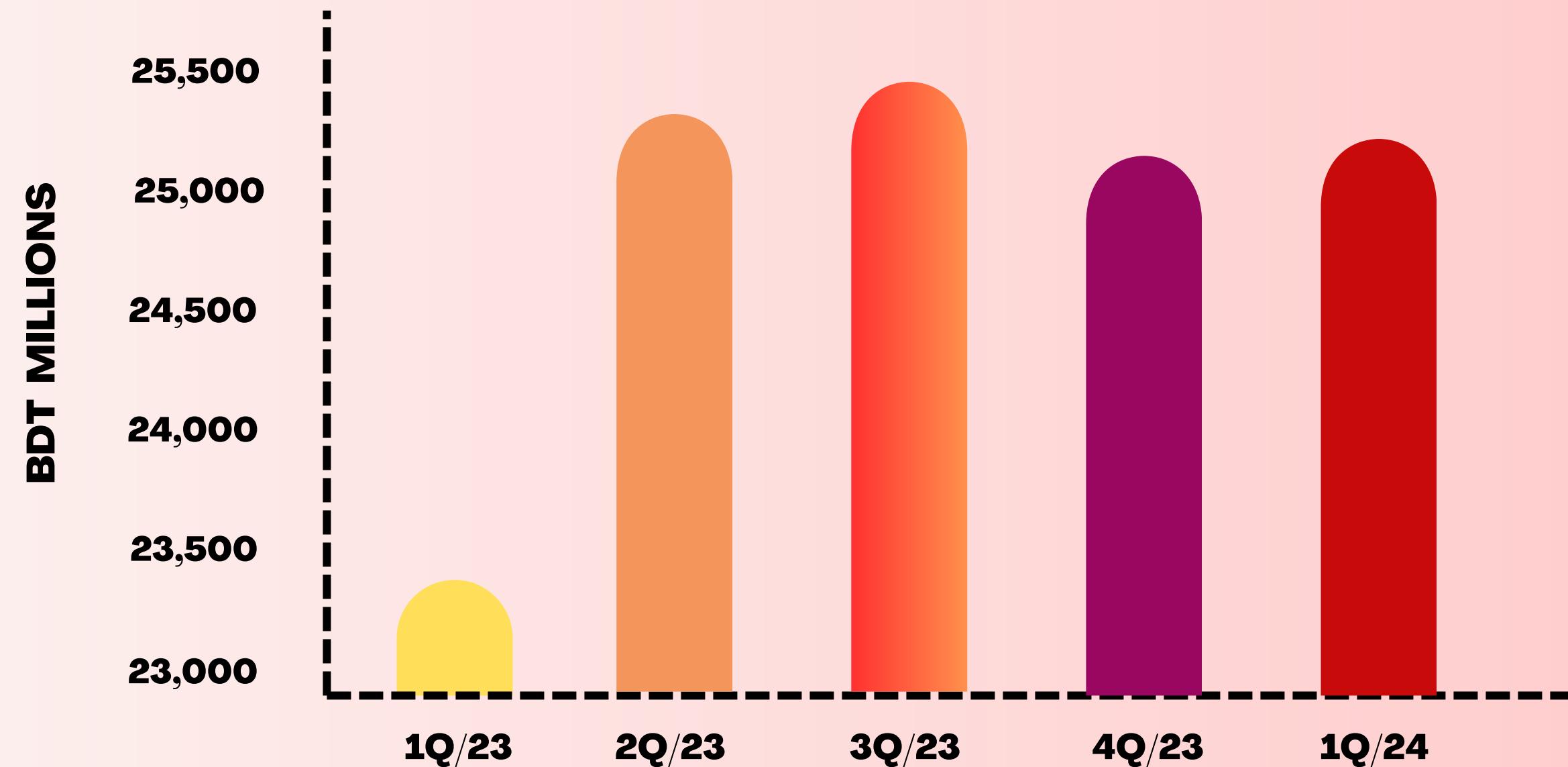


**4G User Penetration Among Data Customers**

## Bar Chart

# TOTAL REVENUE

- Revenue from data service has increased by 28.2% compared to 2022 and compared to Q4 of 2022, data revenue has increased by 31% in Q4 of 2023.
- Robi's subscriber base reached 5 crore 87 lakhs at the end of the year 2023, which was 31% of the country's total mobile phone subscriber base.



# Key Challenges Hindering Growth



PERSISTENT  
DIGITAL DIVIDE.

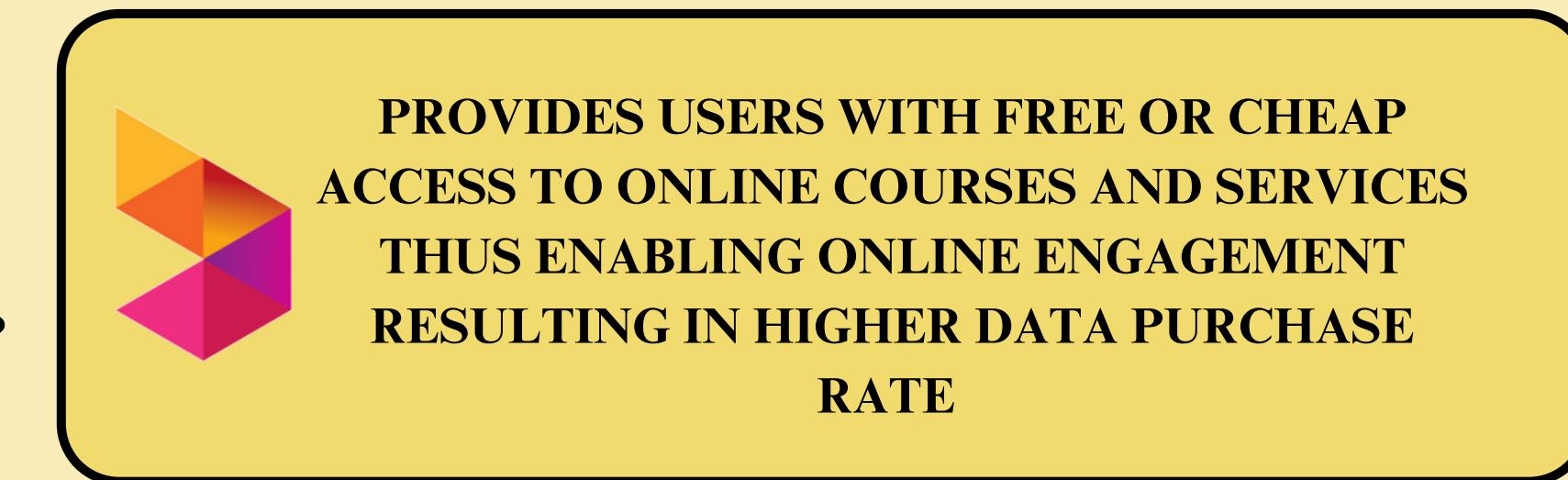
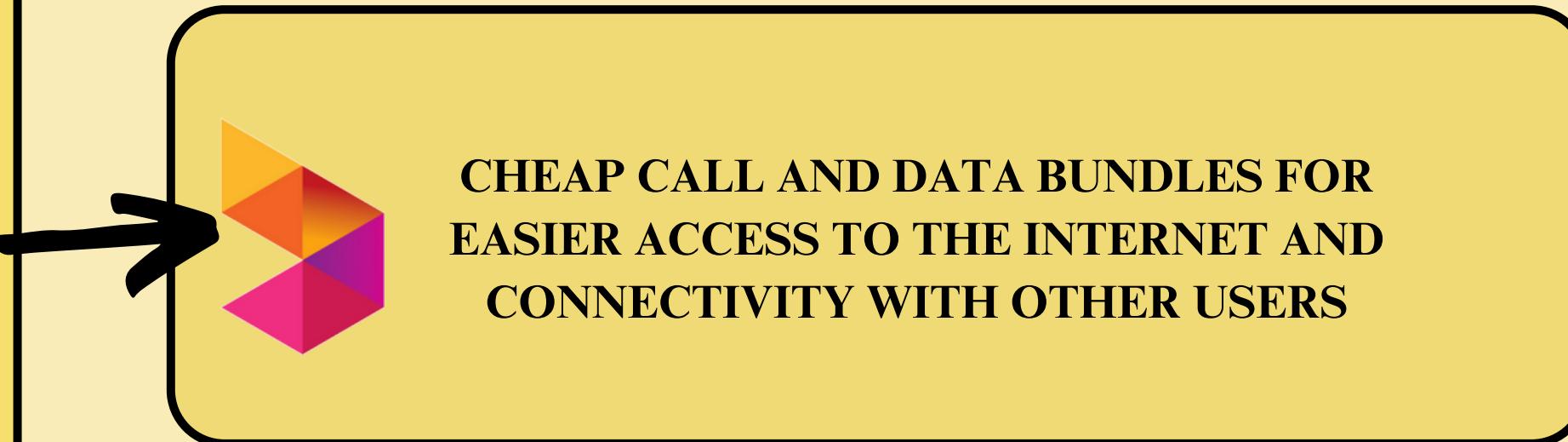
Limited smartphone  
affordability.

EVOLVING CONSUMER  
EXPECTATIONS.

Rural connectivity  
gaps.

SHIFTING USAGE  
PATTERNS  
OF DATA SERVICES.

Inflation-driven  
shifts in consumer  
behavior.





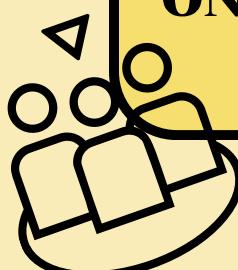
**BENEFITS FOR ACTIVE USERS**

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**CHEAP OR FREE OFFERS FOR REGULAR USERS**

**REFERRAL BONUS FOR BRINGING IN NEW USERS**

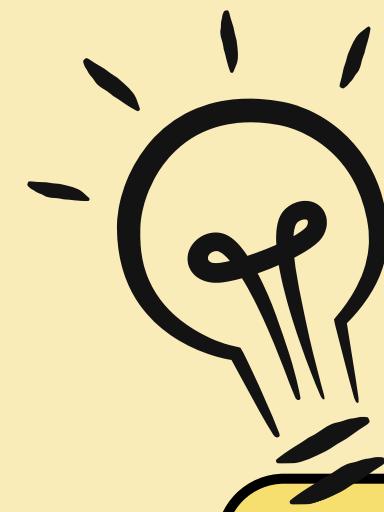
**REWARDS FOR PARTICIPATING IN ONLINE CAMPAIGNS & PROMOTIONAL ACTIVITIES**



  
**BOOSTED USER RETENTION AND INCREASED DATA PURCHASE RATE**

  
**EXPANSION OF USER BASE AND HIGHER ENGAGEMENT RATE**

  
**COST EFFICIENT MARKETING AND INCREASED BRAND VISIBILITY**

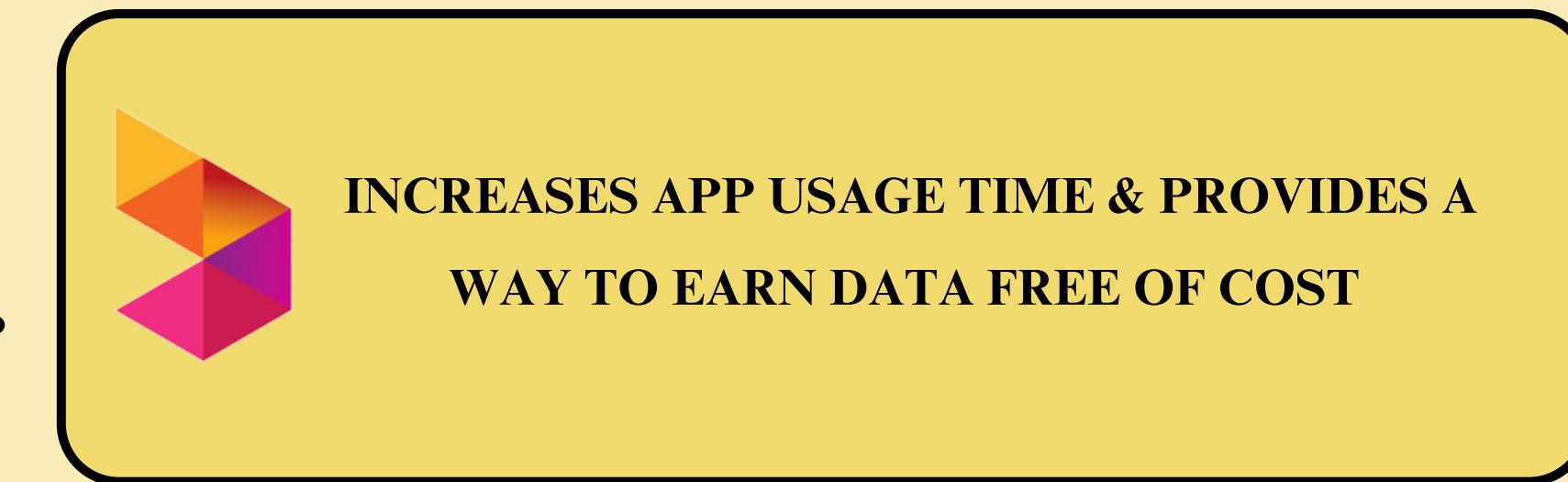
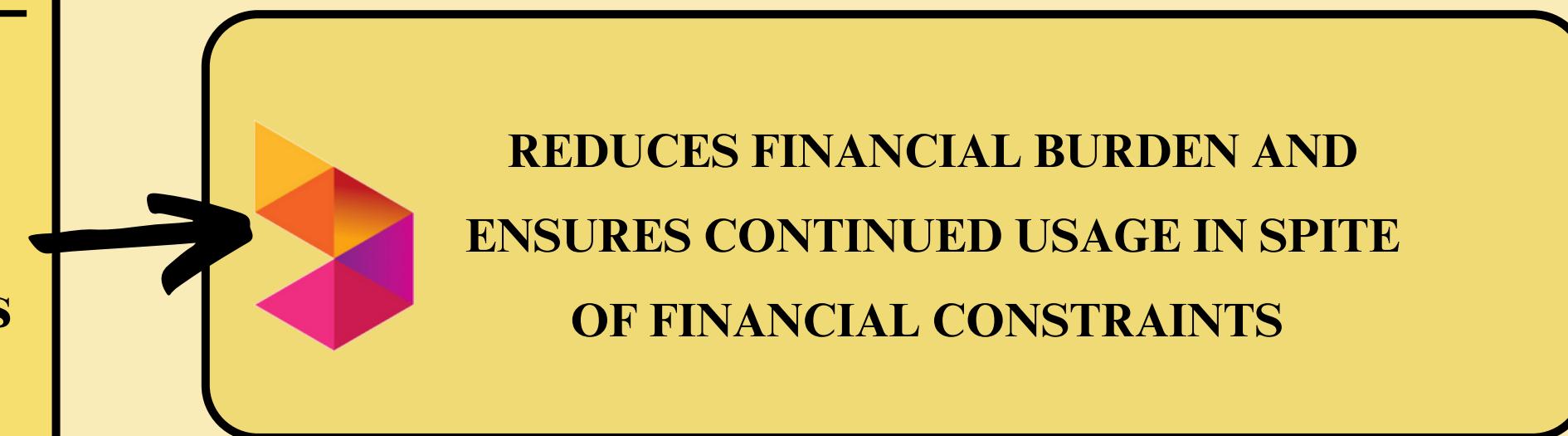


## COST EFFECTIVE CONNECTIVITY

**COLLABORATION WITH BRANDS TO  
OFFER GIFT VOUCHERS AND  
GIVEAWAYS**

**FLEXIBLE DATA PLAN WITH SUBSIDIES  
AND SPECIAL SEASONAL DISCOUNTS**

**INCENTIVES BASED ON OPTIONAL  
ADVERTISEMENTS' WATCH TIME**





## NATIONAL TELECOM INFRASTRUCTURE SHARING POLICY

**SHARED USE OF TOWERS, FIBER-OPTIC CABLES, AND RESOURCES**

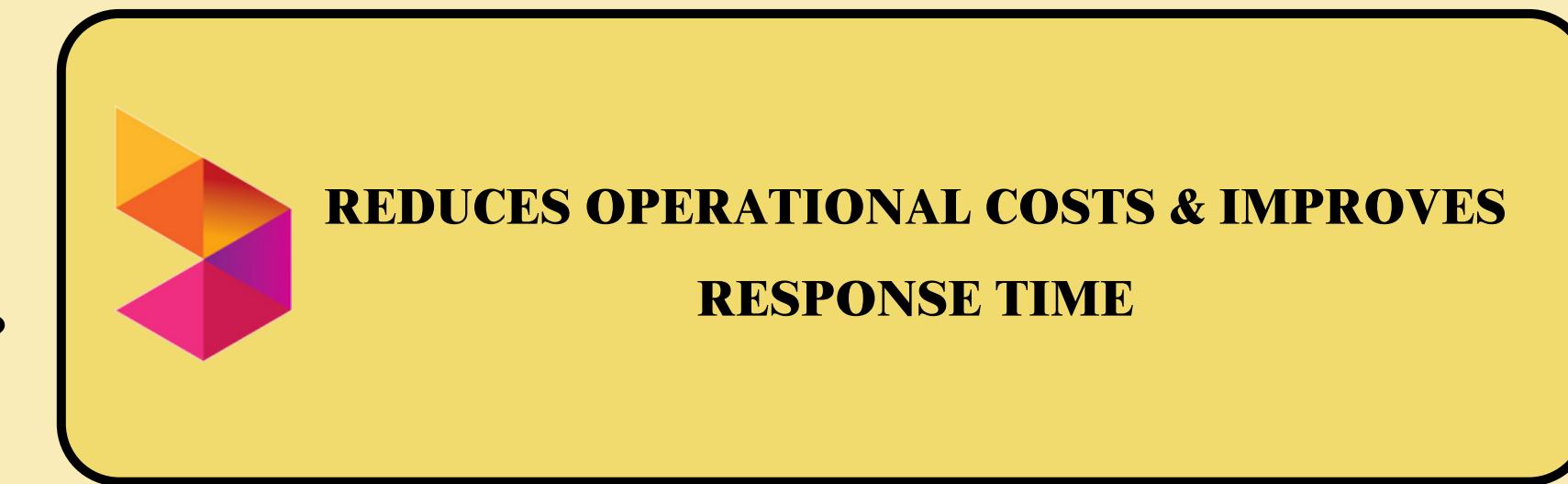
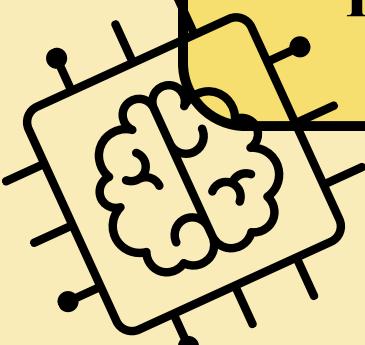
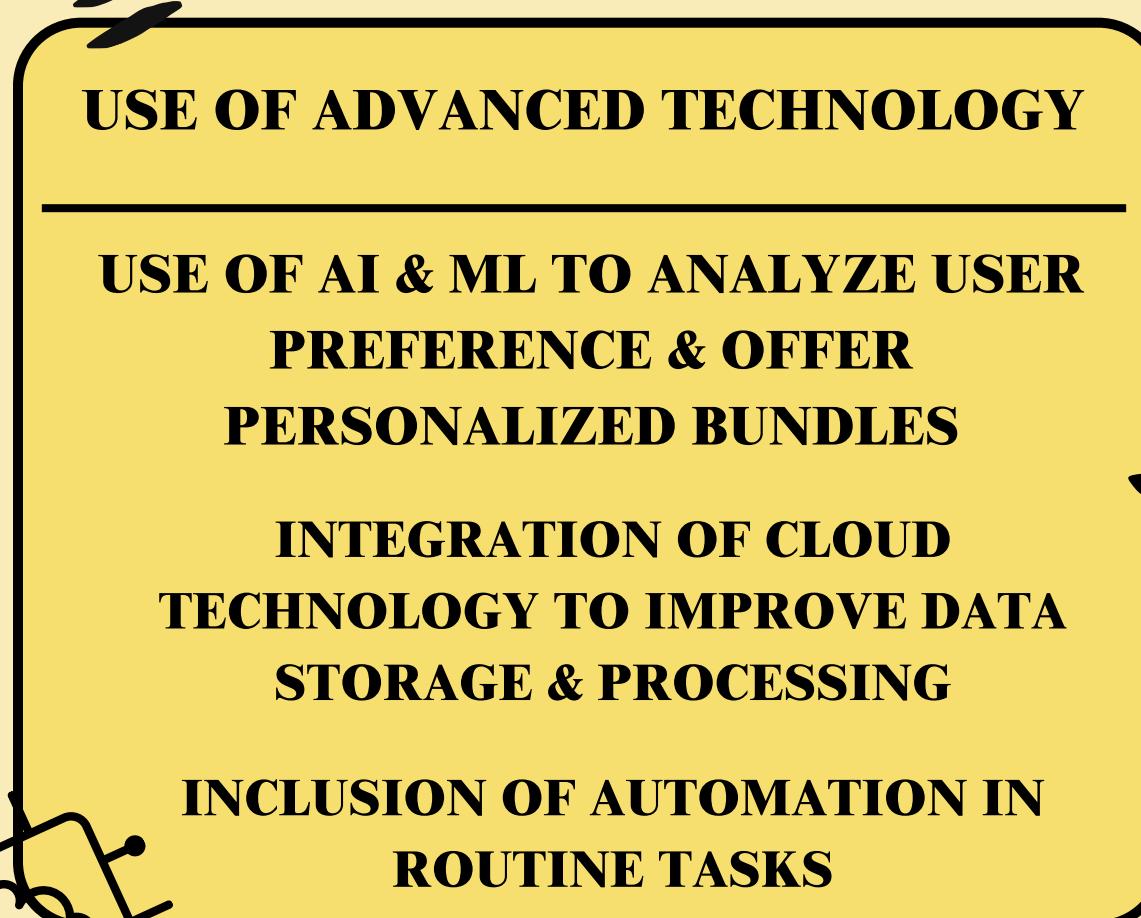
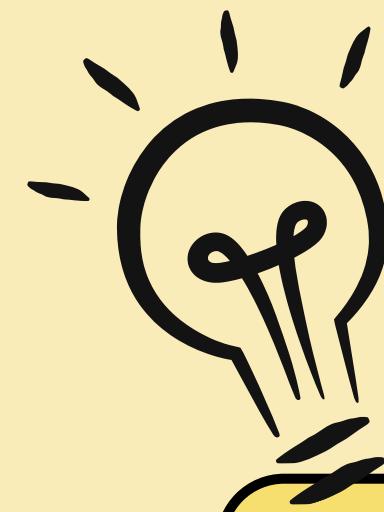
**COMPANIES OPENING THEIR  
INFRASTRUCTURE FOR SHARED USE  
RECEIVE TAX BREAKS.**



**SPEEDS UP THE LAUNCH OF NETWORKS IN  
UNDERSERVED REGIONS, BRIDGING THE  
DIGITAL DIVIDE.**

**REDUCED OPERATIONAL EXPENSES LEAD  
TO MORE AFFORDABLE SERVICES FOR  
END-USERS.**

**REDUCES RESOURCE WASTE AND SUPPORTS  
ECO-FRIENDLY GROWTH**



Affordable  
Connectivity

Financial  
Aid

Brand  
Partnerships

User  
Retention

Data  
Analytics

Social Media  
Campaigns

Customer  
Empowerment



# THANK YOU

"We appreciate your time and consideration.

