

The specialist telecoms, media  
and technology consulting  
and training company



### **Coleago Consulting**

Coleago provides advice, operational support and training to companies, investors, regulators and governments in the telecoms sector.

Our consulting team comprises only leading industry experts, many with more than 25 years experience. This experience has been gained both in developed markets but also in some of the most challenging emerging markets of the world.

The breadth and depth of our experience allows us to provide unparalleled insight, advice and support to clients as they confront the growing challenges of an increasingly complex market place.

### **For more information please contact:**

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### **Asia, South East Asia, Indo-China and the Far East**

The region offers one of the most exciting opportunities for growth in the telecoms world today. The high levels of growth in markets such as India and China explain why many large operators are seeking acquisitions in the region to bolster flagging revenue growth in their domestic markets. However, in other parts of the region penetration is at saturation point and competition is intense, presenting operators with a different set of challenges.

Coleago's consulting team has impressive experience in the region including licence applications, network roll-outs and operational roles in all key disciplines. Members of our team have held Chief Operating Officer, President and Chief Technical Officer roles in countries such as Thailand, India and Sri Lanka. Team members have worked on projects in Burma, Vietnam, Singapore, Hong Kong, China, Philippines, Brunei, Indonesia, Japan, Macau and Korea.

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### **China – Business Planning**

Developed a long term valuation model for a mobile operation in China including basic segmentation as well as the modelling of a complex corporate structure.

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### **Indonesia – Network Optimisation**

Coleago conducted a network audit and made recommendations on network optimisation resulting in significant improvements in network quality and performance which dramatically reduced the requirements for future capital expenditure.

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### **Indonesia - Strategy**

Coleago facilitated a strategic planning workshop in Indonesia. The project involved scenario planning to develop a range of possible future evolutions for the Indonesian market before managing a War Gaming process to explore a range of alternative strategic options.

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### Our Services

Our advisory services include due diligence and financial transaction support, profit optimization and network performance improvement.

We advise MVNOs and host networks on strategy and implementation and a wide range of players on the challenges of convergence.

Coleago has a long and proven track record in spectrum auctions and licence bids and our digital content and media team have unrivalled commercial expertise and experience.

### Macau – Strategic War Game

The incumbent monopoly mobile operator faced new market entry and asked Coleago to research and prepare a Strategic War Game to identify the potential strategies the new entrant might deploy and how the client could effectively respond.

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### Pan South East Asia – Telecoms MBA Programme

Coleago developed and delivered a mini MBA programme developed specifically for the telecoms sector and operators in the region. The programme focused on the skills necessary to optimise performance and management of operations in the region.

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### Japan – Business Modelling

Coleago developed a complete business planning model for New Century GlobalNet KK, a Japanese broadband wireless access operator, and advising the board on key business issues. The model covers the demand side, coverage roll-out, opex, capex and produces a complete set of financials, including a valuation.

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### India – Impact of Calling Party Pays

An operator in India had to respond to the mandated requirement to move to CPP. Coleago used its Mobile Marketing Planning Model and developed several scenarios to examine the impact on the client's business and assess future investment requirements. The work included a world-wide benchmarking study on the impact of introducing calling party pays and fixed to mobile interconnect agreements.

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