

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.

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Merger and Acquisition Activity in the Telecoms Sector

The telecoms sector has recently seen unprecedented levels of merger and acquisition activity. The volume of activity has remained relatively stable since 2001 but the value of total transactions increased significantly in 2005 and remained at this increased level in 2006. Deal values were above US\$150 billion in 2005 and 2006 but still considerably off the peak of US\$ 500 billion at the peak of the Dot Com bubble in 2001.

Although private equity has been a key driving force, supported by high levels of liquidity and changing attitudes to financial risk, operators themselves have been active in Europe and further a field and cash rich operators in emerging markets are increasingly looking to invest outside of their domestic markets and region. Cross-border acquisitions continue to represent the largest share of deal value as operators seek expansion but in-country consolidation and fixed-mobile convergence are also key themes behind deals.

Coleago has worked with clients at all stages of the investment cycle. We have advised clients on their M&A strategy, screening potential targets and making introductions between potential buyers and sellers. We have helped companies prepare Memorandum's of Information and supported privatizations as well as working with clients on their business cases to help raise both debt and equity funding. We have provided transaction support including commercial and technical due diligence and worked with clients on post acquisition integration to secure the value from transactions.

As the experience below of Coleago, our partner firm HAF Consulting and the experience of our consulting team demonstrates, we have extensive experience to support even the most complex and challenging of deals.

Austria & Luxembourg - Due Diligence

Coleago provided commercial and technical due diligence to a cross border transaction in Europe. We advised on merger strategy, value creation post acquisition and supported the due diligence process.

Poland - Due Diligence

Coleago is currently providing full technical due diligence of the planning, delivery, invoicing, network implementation and commissioning and draw down requirements for a UMTS network roll-out in Poland.

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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.

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Central Europe - Subject-Matter Expert

Technical support for venture capital companies considering investment in greater European and developing markets including Poland, Bulgaria, Latvia and Albania.

Morocco – Due Diligence (Deal value US\$1.8 billion)

On behalf of a major international operator, a full technical due diligence was performed on Vivendi International's Morocco Telecom. Analysis included core network analysis, radio network analysis, service quality and coverage, operations and maintenance analysis, software condition, cost optimization, IT analysis and network historical data analysis.

Tunisia - Due Diligence Orascom (Deal value US\$ 600 million)

As part of the acquisition of a major share holding in Orascom Tunisie by Wataniya International a full operational and technical due diligence was completed on the start-up condition of Orascom Tunisie (Tunisia). This work included analysis of vendor orders and suitability of equipment, suitability of design, site preparation, site acquisition status, roll-out cost plan, technical staff structure, IT plan, regulatory requirements / risks and suitability of the network to meet enhanced market plans.

Germany - Lead Marketing Counsel

Development of marketing and demand modules of \$3bn triple-play business case. Integration of demand modules into overall financial model. Representation of business case to investment community. Management of market research, Lead Financial Advisor: Development and management of overall financial and business model, Extensive interaction with the financial community concerning due diligence, opportunity analysis and enterprise valuation.

Belgium – Presentation to Investment Community

Development of marketing and demand modules of \$1bn triple-play business case. Integration of demand modules into overall financial model. Representation of business case to investment community.

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South Korea – Acquisition Strategy

CAPEX, OPEX and marketing analysis for the acquisition of an existing HFC operator. Creation of business case. Representation of business case to investment community.

Hungary – Acquisition

CAPEX, OPEX and marketing analysis for the acquisition of an existing GSM operator. Creation of business case. Representation of business case to investment community.

France – Due Diligence

Conducted the formal due diligence of cellular radio networks in support of the proposed acquisition of multiple cellular businesses in a number of countries.

Private Equity

For a leading venture capital company he carried out a technical and market assessment of a company supplying mobile data and other communications equipment, as part of an overall investment review.

Botswana - Institutional Investor

Provided commercial and financial due diligence for an acquirer considering an investment in a fixed telecoms operator in Botswana.

Swaziland - Institutional Investor

Provided commercial and financial due diligence for an acquirer considering an investment in a mobile telecoms operator in Swaziland.

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Private Equity

For a private equity investor provided the research, modelling and forecasting for the revenue and uptake of a mobile / broadband application. Subsequently developed the business case and market entry strategy for the client.

New Zealand – Due Diligence

On behalf of British Telecommunications provided commercial due diligence for the potential acquisition of a 100% stake in Bell South New Zealand, a mobile operator in New Zealand.

Canada – Commercial Due Diligence

Provided commercial due diligence for British Telecommunications who were considering acquiring a 16.5% stake (along with AT&T who also bought a 16.5% stake) in Rogers Cantel, a mobile operator in Canada.

British Telecommunications – Technical Due Diligence

Provided technical due diligence for British Telecommunications whilst targetting MCI. Provided the technical lead support on the viability of MCIs proposed access into the local loop in the US.

France – Due Diligence

Provided lead technical due diligence on the true function of the business and infrastructure capabilities of an ISP in France on behalf of Cable & Wireless.

Romania - Operational Due Diligence

Operational due diligence with focusing on assessing and reporting on the structure, performance and scalability of customer-facing functions in Romania.

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