

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.

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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The Middle East and North Africa

The MENA region has provided phenomenal growth opportunities for successful operators over the last 10 years. However, in some markets the rate of growth is beginning to slow and operators are facing new challenges. Competition is increasing in many markets as newly awarded licence holders launch their services – some incumbents are now facing competition for the first time. Cash rich operators based in the Gulf have also been acquisitive and now face the difficult challenge of realising the value from their expanded portfolios through successful integration. Operators are also increasingly looking outside of the MENA for growth opportunities and must confront the challenges of new cultural and commercial environments.

Coleago has unparalleled experience and expertise of the unique strategic, commercial, cultural and political challenges of developing telecoms operations in the MENA region. We have successfully supported clients in licence bids, auctions, acquisitions and post acquisition integration across both fixed and mobile networks. Our consultants have held operational roles at director level within the strategy, marketing, sales, regulatory and technical functions. Coleago has been responsible for the launch of new networks in some of the most challenging markets in the region, including Iraq, Algeria and the Sudan.

Our clients in the MENA region have sought our advice on how to respond to the threat from new market entry in their domestic markets. We have also supported them in their merger and acquisition strategies as well as at all stages of the deal process and in post acquisition integration. As growth rates being to slow we have advised on network optimisation to improve profitability and sustain growth. Below we have highlighted some examples of projects we have undertaken in the region.

Pan MENA – Post Acquisition Integration

Following the acquisition of an operator with properties throughout the MENA region Coleago was asked to provide a strategic and operational review and to generate proposals to enhance the value of the acquisition.

Saudi Arabia - Fixed Licence Beauty Contest

Coleago reviewed the bid book prepared for a fixed licence beauty parade. The review encompassed all aspects of the business plan including the technical components.

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A selection of our clients in the Middle East and North Africa



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Saudi Arabia - 3rd Mobile Licence Bid

Coleago provided financial analysis of the opportunity to participate in a consortium bidding for the 3rd GSM Licence in Saudi Arabia. Coleago reviewed the consortium business case and provided alternative financial projections and benchmarks.

Egypt – 3rd GSM Mobile Licence Bid and Bid Strategy

Coleago provided a full review of the financial projections and bid book prepared for the 3rd GSM Mobile Licence in Egypt and contributed significantly to key elements of the document. Coleago also advised on auction strategy and facilitated bidding workshops to test bidding strategies and processes.

Algeria – 3rd GSM Licence Bid and Implementation

Coleago provided business planning support and auction bid advice for the 3rd GSM licence award in Algeria resulting in the award of the client to the client. Coleago then provided strategy, marketing, finance and technology implementation support during the launch and following two years of operations of the new business.

Pan Middle East – Market Entry and Acquisition Strategy

Market entry opportunity assessment for Jordan, Saudi Arabia, Oman, Lebanon and Iran

Saudi Arabia – Licence Bid and Auction Strategy

Bidding and auction strategy for the 2nd GSM licence in Saudi Arabia

Iran – Licence Bid Support

Project Management, business planning, technical and bidding and auction strategy for a licence bid in Iran