

Digicel Fact Sheet

Overview:

Digicel, the largest telecommunications operator in the Caribbean, launched in Jamaica in April 2001 as the country's first GSM mobile provider ending a telecommunications monopoly that existed for decades. Digicel's goal is to deliver affordable, innovative mobile communications to all that fosters personal and professional connections while bridging the gap between nations and people.

Incorporated in Bermuda, the Company has operations in 26 markets in the Caribbean and Central America, consistently introduces exciting, first-to-market technology innovations and is aggressively expanding business operations. Digicel Pacific Ltd, a sister company to Digicel Group, already has operations in five markets. Digicel rapidly gains market share in every country it has entered to date and has invested in excess of US\$3.4 billion across 31 markets world-wide.

The privately-owned company has 6.54 million total subscribers, representing an annual growth rate of more than 50%. Digicel Group Ltd closed its March 2008 financial year with revenues of more than US\$1.5 billion. Digicel was founded by Denis O'Brien, a successful telecommunications entrepreneur who established Esat Telecom in Ireland, which was valued at US\$2.5 billion when it was acquired in 2001 by British Telecom after a hostile bid takeover attempt by Telenor.

Quick Facts:

- Digicel's operations include: Anguilla, Antigua & Barbuda, Aruba, Barbados, Bermuda, Bonaire, the British Virgin Islands, Curaçao, The Cayman Islands, Dominica, El Salvador, French Guiana, Grenada, Guadeloupe, Guyana, Haiti, Honduras, Jamaica, Martinique, St Kitts & Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Panama, Trinidad & Tobago & Turks & Caicos. Digicel also has coverage in St. Martin and St. Barths.
- Digicel Pacific Ltd, another Digicel sister company, launched in Papua New Guinea in July 2007, leading to a 0.7% growth in the nation's Gross Domestic Product (GDP). In 2008 Digicel launched in Tonga, Vanuatu and Fiji while Digicel Samoa continues to enjoy steady growth. Several other countries in the Pacific have committed to license Digicel Pacific Ltd in the future.
- Digicel rapidly gains market share in every country it has entered to date and continues to appeal to wireless subscribers who are unsatisfied with telecommunications services offered by incumbent mobile providers.

- In its first year of operation (launched May 2006), Digicel Haiti recorded an impressive 1.4 million customers. The Company invested more than US\$260 million, representing the largest ever corporate investment made by an international company in Haiti. It now has more than 2 million customers in Haiti (May 2008).
- In March 2007, Digicel launched the Digicel Haiti Foundation, a non-profit organization solely dedicated to helping build strong, sustainable communities and fostering economic growth across Haiti. With a firm focus on education, the Digicel Haiti Foundation – comprised of Digicel staff – led the rebuilding efforts of 20 primary schools in the country.
- Digicel's 5,500 employees follow a set of values that promote respect, confidence, hard work, honesty, communication and responsibility. 90 percent are from the local markets.

Key Offerings:

- Digicel CaribFlex – Allows Caribbean Diaspora to send airtime credit and purchase phones for family and friends in the Caribbean.
- The latest BlackBerry devices – including the cutting-edge Blackberry Curve, a new smartphone that delivers the full, renowned BlackBerry e-mail and messaging experience with premium phone features
- WiMAX wireless broadband – Digicel is pioneering a true IEEE Standard 802.16e ready Mobile WiMAX network in the Caribbean.

Key Spokespeople:

- Denis O'Brien, founder and chairman, Digicel Group
- Colm Delves, CEO, Digicel Group
- Lawrence Hickey, CFO, Digicel Group

Corporate Headquarters:

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