

Creating digital lifestyles in the Philippines

Globe telecom is a leading provider of telecommunications services in the Philippines. Formed out of a partnership between Ayala Corporation and Singtel, the company operates one of the largest and most technologically advanced mobile, fixed line, and broadband networks in the country. The company recently sealed a comprehensive partnership with The Walt Disney Co. Southeast Asia to give Filipino customers access to interactive content and other services across multiple devices. Dan Horan, Senior Advisor for Globe consumer business, says the Disney partnership underscores their commitment to enhance the Filipino's digital lifestyle experience. "The collaboration continues the journey of Globe as it brings globally innovative brands and content to the Philippine market, including tie-ups with Facebook, Google, Viber, Spotify, NBA, Hooq and recently, WhatsApp."

Mr. Horan has 15 years of experience in management positions in the telecom industry. His career has taken him to places around the world, from the UK to the Netherlands and Hungary, and now the Philippines. He joined Globe almost two years ago. "I love emerging markets; they're very dynamic," he says. "And the Philippines is particularly interesting, with a population of around 100 million, it has a lot of scale."

He explains that the country, similar to other emerging markets, has limited fixed line infrastructure. As a result, mobile has come very quickly to the Philippines. The vast majority of Globe customers are prepaid and the company has played a pioneering role with innovative prepaid pricing packages ensuring wide household penetration of basic access services even in low income areas. Customers also benefit from Globe partnerships with some of the world's leading internet service companies such as Facebook, WhatsApp, and Spotify. Offering premium content at affordable prices is critical to maintaining the company's leading position in a fiercely competitive market, says Mr. Horan. "As most customers are on prepaid, there is virtually no barrier to switching providers."

He points out that as the median age of the Filipino population is 23, he expects that the newly added Disney content will appeal to Globe customers. The partnership, together with the company's \$790-million network transformation programme, should further cement Globe Telecom's leadership in the mobile data business. In 2014, Globe mobile browsing and other data revenues reached P14.3 billion in 2014, up 23 percent from P11.6

billion in the previous year. The Globe network also carried significantly higher data traffic at 87,000 terabytes of data, increasing 270 percent from the previous year because of a significant surge in mobile browsing activity and higher smartphone adoption among its customers. "Our main challenge for the next couple of years will be to roll out broadband services," says Mr. Horan. "It will take time to build the infrastructure and put fibre into the ground, but we're progressing nicely and adding more sites every day."



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