

# Growth Strategies Forum



## Brazil Mobile Market

April 28th, 2006 | São Paulo, Brazil

Crowne Plaza Hotel



This Forum Will Help You

## Increase Your Profitability

in Brazil's Mobile Market.

- ▶ Gain valuable insight from industry leading speakers and experts who will present their views and analysis of Brazil's mobile market
- ▶ Identify new growth opportunities and challenges emerging in Brazil
- ▶ Understand your competition and build your go-to-market strategy
- ▶ Discover new strategies and solutions that you can implement now to save you time and money
- ▶ Gain a competitive advantage by networking with executives and decision makers who are looking for their next strategic business partners in Brazil

Register Today for  
this *Premier* Event!

Seats are Limited.



“The average subscriber growth of mobile users will level out from **30 percent** in 2001-2005 to **9 percent** in 2006-2010.

Average Revenue per User:  
**Fallen 32% since 2001**  
to US\$12.04  
(US\$7.16 in pre-paid).”

Purchase your ticket online today:  
[www.pyramidresearch.com/store/ev\\_gsf\\_brz.htm](http://www.pyramidresearch.com/store/ev_gsf_brz.htm)

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# Increase Your Profitability in Brazil's Mobile Market

## Why You Need To Attend This Forum

A new horizon is dawning in Brazil's mobile market, bringing with it a new set of challenges and opportunities for market players. While subscriber growth peaked in the early part of the decade, the average revenue per user fell 32 percent since 2001 to US\$12.04 (US\$7.16 in pre-paid). Brazil's mobile market is now entering a period of mature growth with operators shifting their focus towards profitability and away from subscriber market share. According to Pyramid Research's forecasts, the average subscriber growth of mobile users will level out from 30 percent in 2001-2005 to 9 percent in 2006-2010.

Brazil's mobile market will increasingly become competitive for valuable, premium subscribers such as post-paid, enterprise and high data-users. Client loyalty and acquisition through churn are quickly becoming the main focus of operators' marketing strategies. At the same time, the world's fifth-largest mobile market is bracing for an upcoming final round of consolidation and the auction of 3G licenses in 2007, bringing another set of challenges and opportunities for key market players.

## Register Today to Receive These Benefits

- ▶ Gain valuable insight from industry leading speakers and experts who will present their views and analysis of Brazil's mobile market
- ▶ Identify new growth opportunities and challenges emerging in Brazil
- ▶ Understand your competition and build your go-to-market strategy
- ▶ Discover new strategies and solutions that you can implement now to save you time and money
- ▶ Gain a competitive advantage by networking with executives and decision makers who are looking for their next strategic business partners in Brazil

## Forum Information

Friday, April 28<sup>th</sup>, 2006

8:45 a.m. - 12:30 p.m.

Registration starts at 8:45 a.m.

Continental breakfast to be served

Crowne Plaza Hotel  
Rua Frei Caneca 1360  
São Paulo, 01307,  
Brazil

This premier networking event is designed to maximize the exchange of ideas, insights and discussions necessary to help you build an offensive growth strategy to compete in Brazil's mobile market.



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“The world's fifth-largest mobile market is bracing for an upcoming **final round of consolidation** and the auction of **3G licenses in 2007**, bringing another set of challenges and opportunities for key market players.”

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### Agenda

- 8:45 a.m.**      **Registration & Continental Breakfast**
- 9:20 a.m.      Welcome & Opening Remarks  
Pyramid Research Director of Product Strategy, Leslie Arathoon
- 9:30 a.m.**      **Keynote Speaker:**  
Anatel Council Member, Pedro Jaime Ziller de Araújo
- 10:15 a.m.      Coffee Break & Networking Opportunity
- 10:45 a.m.**      **Speaker: "Solving the Profitability Dilemma in Brazil's Mobile Market"**  
Pyramid Research Analyst, Thomas Dorr-Abreu
- 11:30 a.m.      Concluding Remarks

### Who Should Attend?

Every business and telecoms professional engaged in developing, managing, or maintaining mobile networks, devices and marketing strategies will benefit from attending, especially:

- ▶ Chief Information Officers
- ▶ Chief Technology Officers
- ▶ Business Analysts and Consultants
- ▶ Investors
- ▶ Strategic Marketing & Planning Officers

“Brazil's EBITDA margins are considerably worse than other large, fast growing countries like Russia, India and China - **at par with only Colombia and Argentina.**”

**Seats are Limited. Reserve A Seat Today!** To register by fax - complete this form and fax to + 1 617 494 8898

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Growth Strategies Forum | Brazil Mobile Market    \$150 USD

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## About the Growth Strategies Forum

The Growth Strategies Forum is designed to MAXIMIZE the exchange of ideas, insights and discussions that are instrumental in building an offensive growth strategy for today's converging communications, media and technology markets. A new set of challenges and opportunities are dawning on today's market players and Pyramid Research is on the forefront of helping our clients address those needs. Supported and validated by our unmatched "bottom-up" research approach in over 90 global markets, the Growth Strategies Forum offers a priceless insight into the markets in which you compete.

Our programs are created in conjunction with key industry leaders and are targeted to and attended by the Pyramid Research audience. The Growth Strategies Forum is built by the industry experts who know the market, lead the market, and who drive the market!

Sophisticated content delivered by market experts through Keynote Sessions, Strategy and Business Forums, Panel Discussions and Seminars, offer multiple platforms to educate and network on current industry trends and developments .

## Sponsorship Opportunities

- ▶ **Promote Your Organization to Key Industry Players and Decision Makers**
- ▶ **Maximize Your Marketing ROI**

By becoming a sponsor of the Growth Strategies Forum you can benefit from extensive pre- and post-event marketing to Pyramid Research's audience on a global scale. These include direct mailings and e-mail campaigns to our database in the Americas, Asia-Pacific, Europe, Middle East & Africa regions, as well as advertising through established media relationships across the world.

Your company will be recognized as a leading player within the communications, media or technology markets, gain maximum exposure for your brand and get access to a highly targeted audience of decision makers. To take advantage of the comprehensive opportunities the Growth Strategies Forum offers, please contact De Roin Motah: by telephone + 1 617 494 1515 or e-mail [dmotah@pyr.com](mailto:dmotah@pyr.com).

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## About Pyramid Research

Pyramid Research is the global growth strategy expert for the converging communications, media and technology industries. Since 1986, Pyramid Research has helped companies in the converging communications, media and technology industries stay ahead of market trends, understand competitive threats and capitalize on opportunities. We advise the world's leading vendors, service providers, equipment manufacturers, and the financial community on how to build offensive growth strategies and drive profitability.

Our focus is on convergence issues for the communications market and our reach and expertise is truly global. We employ the most comprehensive research methodologies, analyzing markets from the bottom-up. Our geographic coverage spans more than ninety countries worldwide, and we have a two-decade legacy analyzing emerging market opportunities.

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