



Market Update 2022

CLINTWORLD USER CONFERENCE

Olivier Martin

572.000.000

Subscriber Simulations in 2021

175.500.000€

Avoided Revenue Leakage in 2021

300.000.000.000

Usage Event Simulations in 2021



Climate Emergency

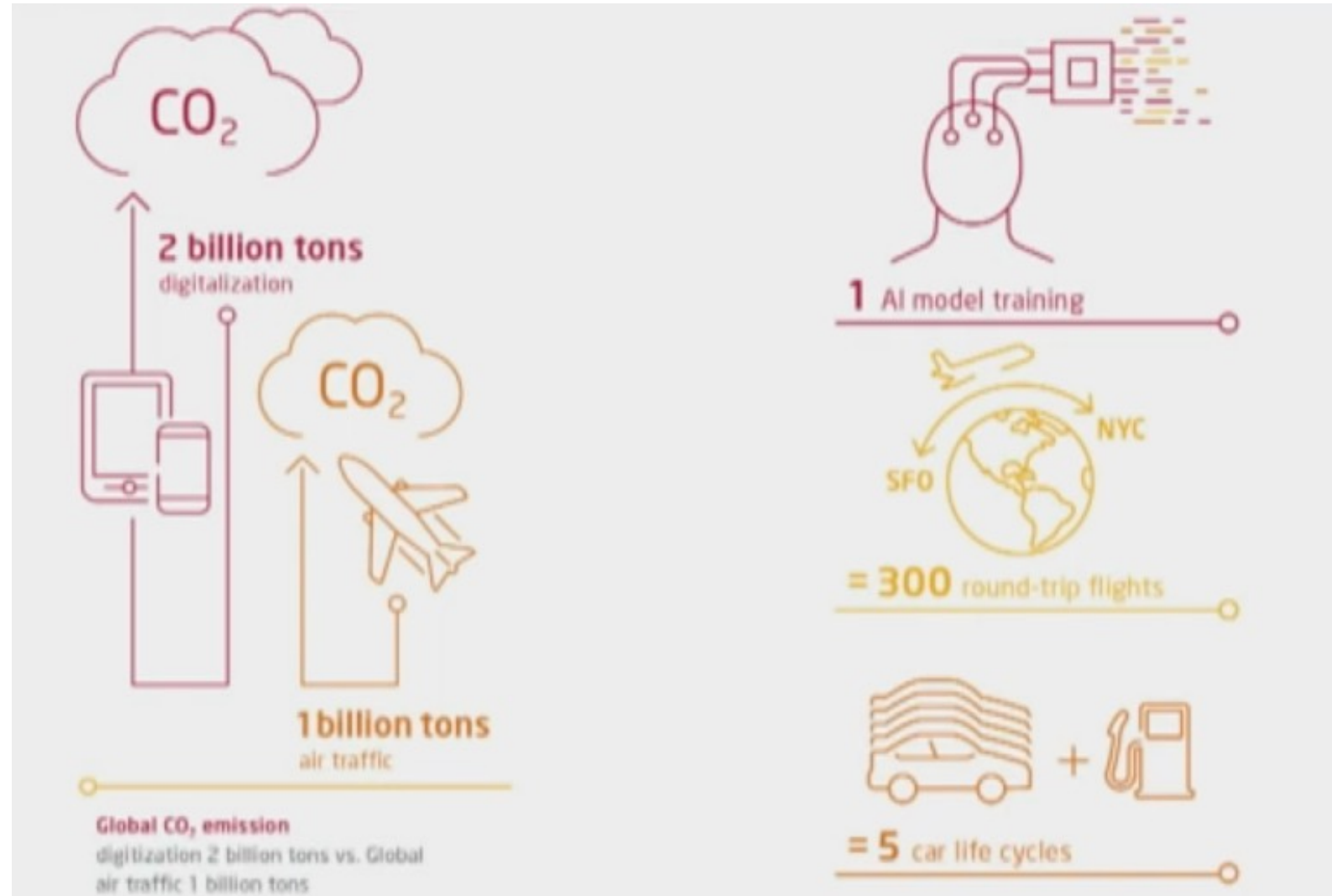


Is
technology killing
our planet?

the technology industry **is increasing by 9% every year** and responsible for around **3.7% of greenhouse gases** – that's around the **same amount as global aviation**.

Source: <https://bit.ly/2Pcbaki> (March 2019)

Environmental Impact of Digitization



Digital Technologies – Problem or Solution ?

- Digital technologies contribute **significantly** to the global carbon emissions!
- Digital technologies will also **decrease** carbon emissions in other sectors by making use of data analysis and AI
- In any case, carbon emissions of IT need to be **reduced!**



How can technology help ?



How telcos can mitigate CO2 emissions?

National government initiative

New law forces French operators to disclose carbon footprint to public

By Mathieu Pollet | EURACTIV France | translated by Daniel Eck

📅 5 Nov 2021 (updated: 📅 9 Nov 2021)



French telecoms operators like Orange, SFR, Bouygues Telecom and Free will thus have to publish "key indicators on their policies for reducing their environmental footprint". [Karolis Kavolelis/Shutterstock]

Languages: [Français](#)



The French Senate has passed a law that aims to reduce the environmental footprint of digital technology, which includes an obligation for French telecoms operators to disclose to the public what they are doing to this end. [EURACTIV France reports](#).

Orange, SFR, Bouygues Telecom, and Free will thus have to publish "key indicators on their policies for reducing their environmental footprint".

EURACTIV Member

CEN & CENELEC European
EDAA - European Interactiv
Eupportunity
GIGAEurope
GSMAGroup
Photonics21
PostEurop, your link to pos
Red Flag
Savion Ray

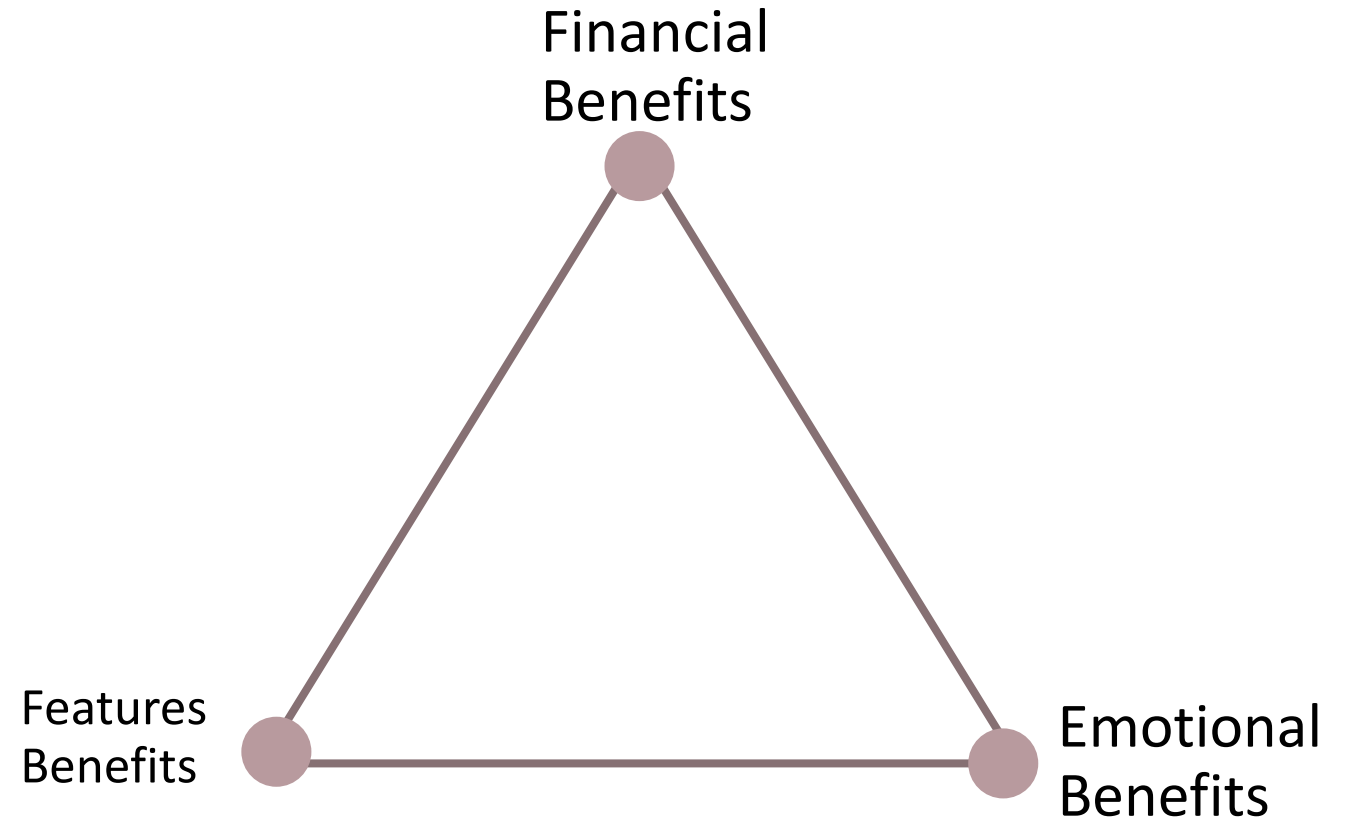
Popular articles

Orange, Free, SFR and Bouygues will show your carbon footprint on every invoice from 2022

Florian Bayard · 10/06/2022

Orange, Free, SFR et Bouygues Télécom seront bientôt obligés d'afficher l'empreinte carbone de leurs abonnés dans chacune de leurs factures. Un amendement du projet de loi « anti-gaspillage » va en effet contraindre les opérateurs à renseigner leurs clients sur la quantité de gaz à effet de serre émise par leur consommation de data mobile. Cette nouvelle mesure vise à conscientiser les internautes sur l'impact écologique d'Internet.

Customer Value Proposition Triangle



Marketing Positioning opportunity





What's easier than switching your SIM card in order to make a positive impact on the climate? Join the first carbon-negative telecom provider in the Nordics: drive climate-friendly action seamlessly and make your mobile phone subscription worth more.

VALUE PROPOSITION: Emotional Benefit

“Ten per cent of the cost of the subscription goes towards offsetting the carbon dioxide emissions produced by the phone, while a further 15 per cent goes towards impact projects led by the company.”

Marketing Positioning opportunity



Carbon footpring reduction contribution impact

129 kr/mo	169 kr/mo	199 kr/mo
20kr/mo towards impact	40kr/mo towards impact	60kr/mo towards impact
Keep your old number, at no additional charge	Keep your old number, at no additional charge	Keep your old number, at no additional charge
50 GB data + 5 GB EU roaming	50 GB data + 5 GB EU roaming	50 GB data + 5 GB EU roaming
Unlimited talk	Unlimited talk	Unlimited talk
Unlimited text	Unlimited text	Unlimited text
1x free SIM card + E-sim option	1x free SIM card + E-sim option	1x free SIM card + E-sim option
Non-binding plan options available	Non-binding plan options available	Non-binding plan options available
Supported by the leading network in Denmark	Supported by the leading network in Denmark	Supported by the leading network in Denmark
Order a SIM card	Order a SIM card	Order a SIM card

Marketing Positioning opportunity



honest in action



We're the UK's only carbon negative mobile network – we remove all the carbon our network emits twice over through afforestation, Biochar and Direct Air Capture



We're a member of 1% for the Planet and donate 1% of our revenue to initiatives fighting the climate crisis. We're working with TreeSisters to plant One Million Trees



We're a certified B Corporation which means we're legally committed to consider people and the planet in every decision we make as a business

Green Subscription



try Honest, no commitment

30 day 12 month

unlimited

unlimited minutes
unlimited messages

£25.00 /month

order SIM

limited to 3G speeds after 650GB

10GB

unlimited minutes
unlimited messages

£17.50 /month

order SIM

4GB

unlimited minutes
unlimited messages

£13.50 /month

order SIM

- Keep your phone number
- Cancel monthly plans anytime
- No credit checks

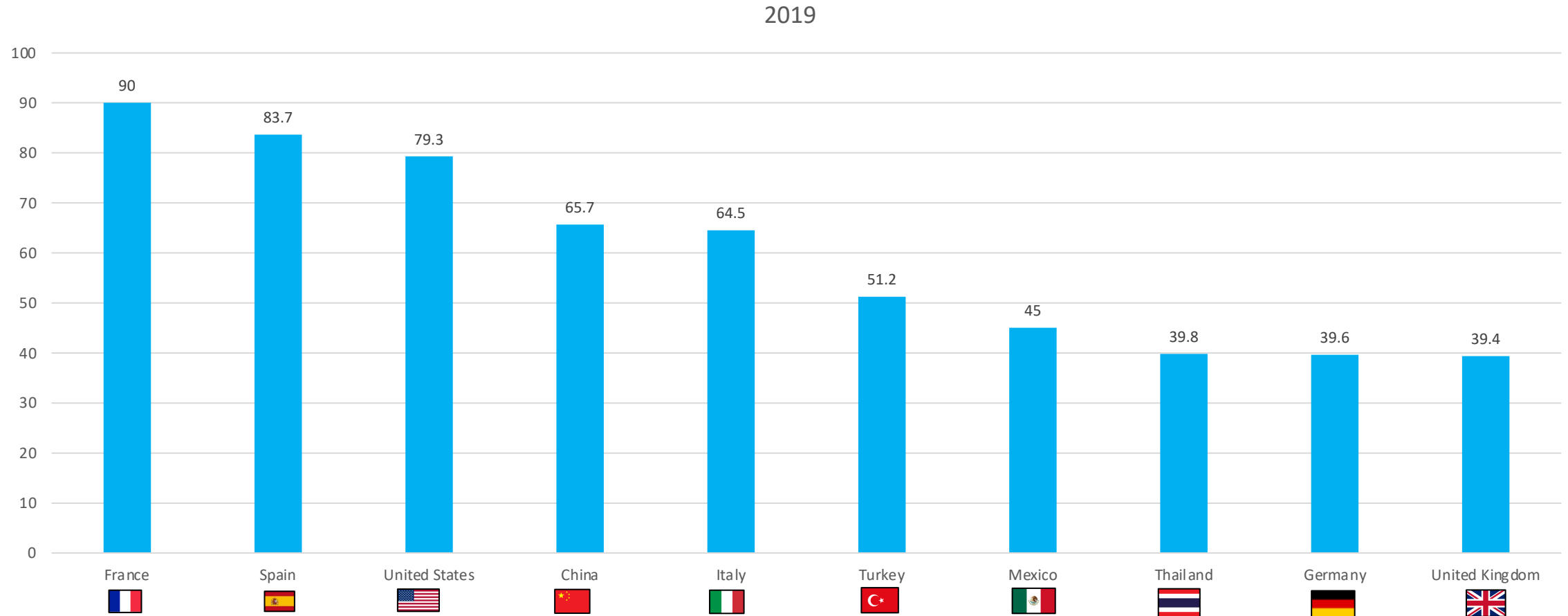
Cheap Countries to Visit

EUROPE

in

Telecom

Most visited countries in 2019 (before Covid)



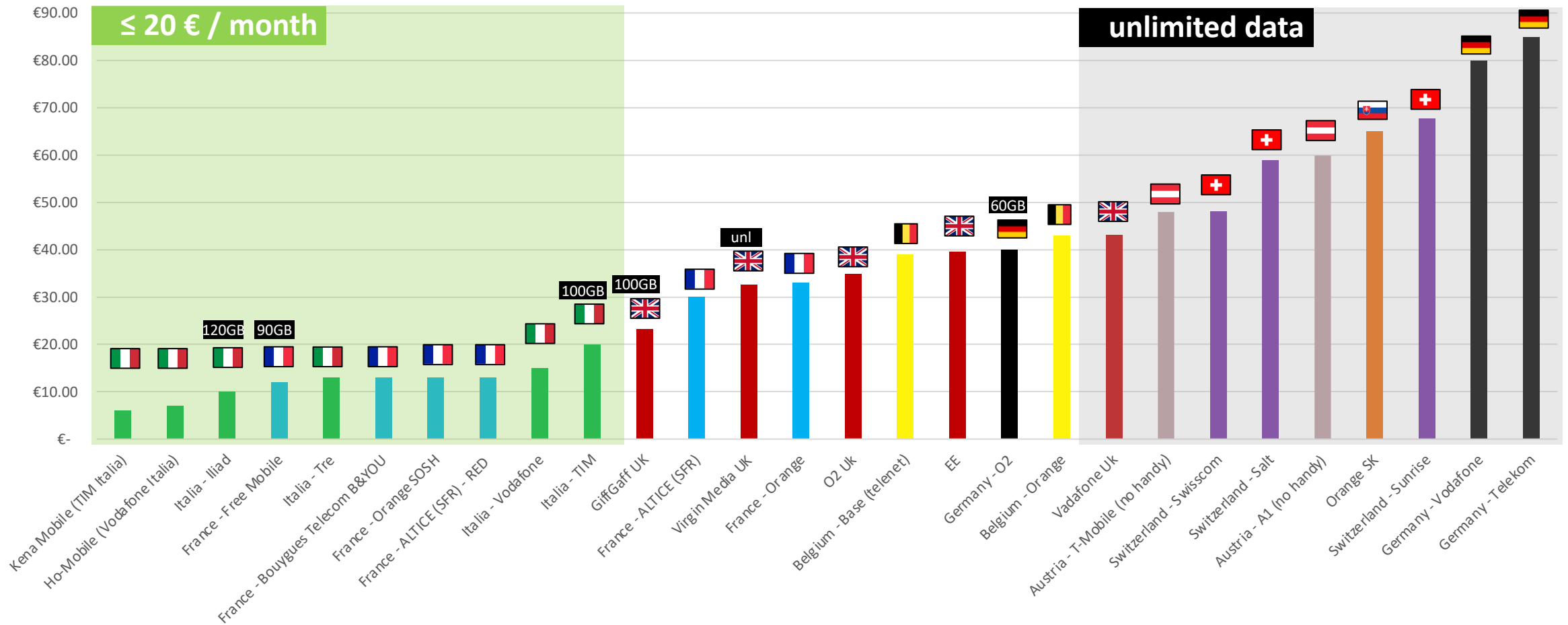
Source: World Tourism Organisation

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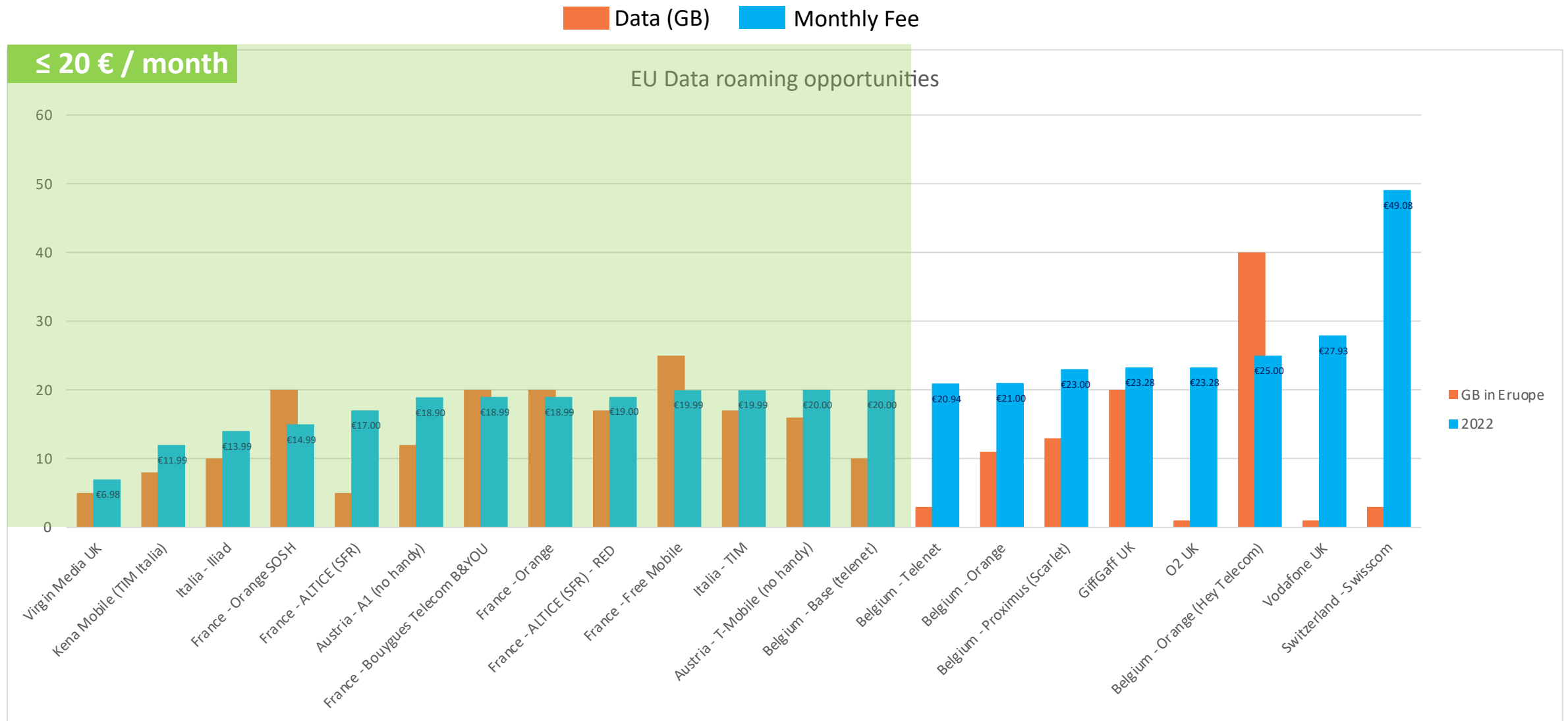
How much will you pay for 50GB or unlimited data per month Europe countries

Europe country sample, Sim Only, no commitment (max 30 days), National data only, *time limited discounts and young offers are not considered*

2022



When roaming to Germany, how much mobile data you receive from other European telecom operators



RELAX

AND ENJOY YOUR VACATION

Thank you

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6/27/22