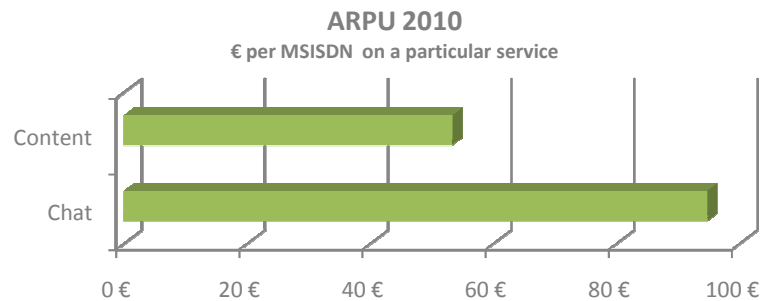


5 good reasons to sell your content in Luxembourg

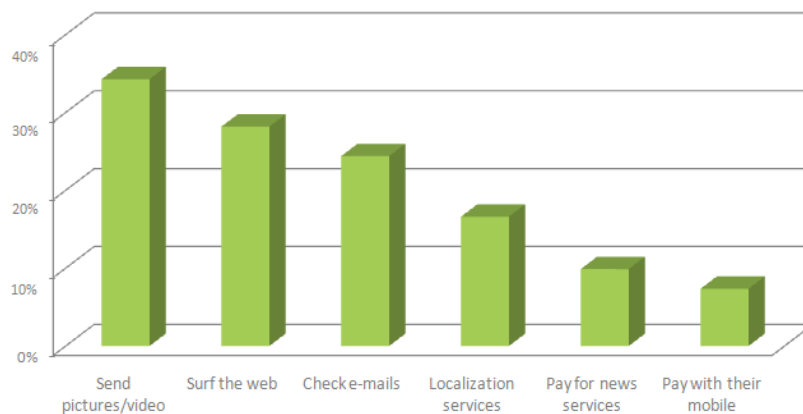
1. High ARPU



3. A mobile savvy market

In Luxembourg people use their handset's multimedia capabilities as much as most other European markets.

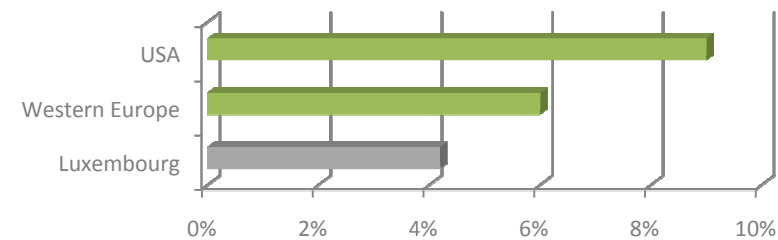
Mobile uses in Luxembourg



2. Untapped potential

Mobile content penetration (% of people actually paying for downloaded content) is below Western Europe's average, leading to believe there is an untapped potential waiting to be unleashed.

Multimedia mobile content penetration
% of subscribers buying multimedia content (monthly)



4. You may already be advertising in Luxembourg

If you are advertising in German, French or Belgian media, Luxembourg residents are just waiting for you to add a Luxembourg Short Code and start buying your products. For a full media listing, please contact us.

5. Fast time-to-market with Mpulse

Mpulse is Luxembourg's leading provider of Premium SMS and WAP billing. Our suit of robust solutions deliver mobile content and monetize your business.

After helping local operators setup today's joint Short-Code numbering system, Mpulse became Luxembourg's mobile billing market-builder. Today, 2 of 3 operators are Mpulse clients for traffic exchange. These strong carrier relationships, combined with reliable technology and proven supporting services, are the key ingredients of our success.

- ④ Gateway connection
- ④ Financial clearing and settlement
- ④ Local expertise
- ④ Media partnerships
- ④ On-portal opportunities

About Luxembourg

- ④ **Population** 502 000, approx. 613 000 mobile subscribers
- ④ **Penetration** 118 % (partially due to cross-borders)
- ④ **Approx. 65% postpaid**
- ④ **Employment** 147 000 non-residents work in Luxembourg, unemployment is 5.9 %
- ④ **Purchasing power** Highest purchasing power world-wide
- ④ **Languages**
 - 286 000 Luxembourgish (languages: 99% German, 95% French, 80% English)
 - 217 000 foreigners (common language: French)

At what price is content being sold?

	With Subscription				No Subscription (Price / Unit)	
	Min.		Max.		Min.	Max.
	Price	Downloads	Price	Downloads		
Logo or Animated	6 € monthly	10	6 € weekly	3	3 €	3 €
Ringtone	6 € weekly	3	6 € weekly	2		
Video or Game	3 € weekly	5	6 € weekly	2	3 €	6 €

Luxembourg mobile operators

	LUXGSM	Tango	Orange
Market-share	55 %	29 %	16 %
Client-base	331 000	179 000	103 000
Ownership	State-owned	Belgacom	Orange group
Active since	1993	1998	May 2004