



Blue Label Telecoms Annual Results

Cell C Performance

For the 12 months ended
31 May 2024

Date: 29 August 2024

Salient points highlighting improved performance

1.

Network Improvement yielding positive results

2.

Stabilisation and turnaround efforts driving topline growth

3.

Strong performance in wholesale contributing to overall growth

4.

Improved operational rigour and governance

5.

Full exco now in place, building further management capacity

6.

Brand remains resilient and resonant with customers

The brand remains resilient and resonant with customers



Kantar Top 30 Brands

KANTAR BRANDZ

2024 MOST VALUABLE
SOUTH AFRICAN BRANDS



askafrika
ORANGE INDEX
2024/2025
INDUSTRY
WINNER

Home Internet Excellence

cellC

Key indicators tracking positively



Growth

Total Revenue
+2%

Service Revenue
+4%



Revenue

Prepaid
+5%

Wholesale
+20%



Customers

Total
7.7m

Broadband
+7%



Traffic

Prepaid
+30%

Wholesale
+76%



Blended ARPU

R87 (+3%)

Looking Ahead

1.

Leverage network parity and invest further to enhance customer offerings and experience

2.

Investment in digital platforms for seamless customer experience

3.

Operational intensity across all lines of business to deliver on key business indicators

4.

People-focused initiatives to embed a high performance and values-driven culture

5.

Embed brand positioning and build on positive momentum



Thank you!



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