



Presentation: Cell C Performance
Blue Label Telecoms Interim Results

For the half year:
1 Jun to 30 Nov 2023

Date:
22 February 2024



Our focus on driving business turnaround, stabilisation and growth has yielded positive results



Improved Network
Quality and Perception



Return to Growth
and Profitability



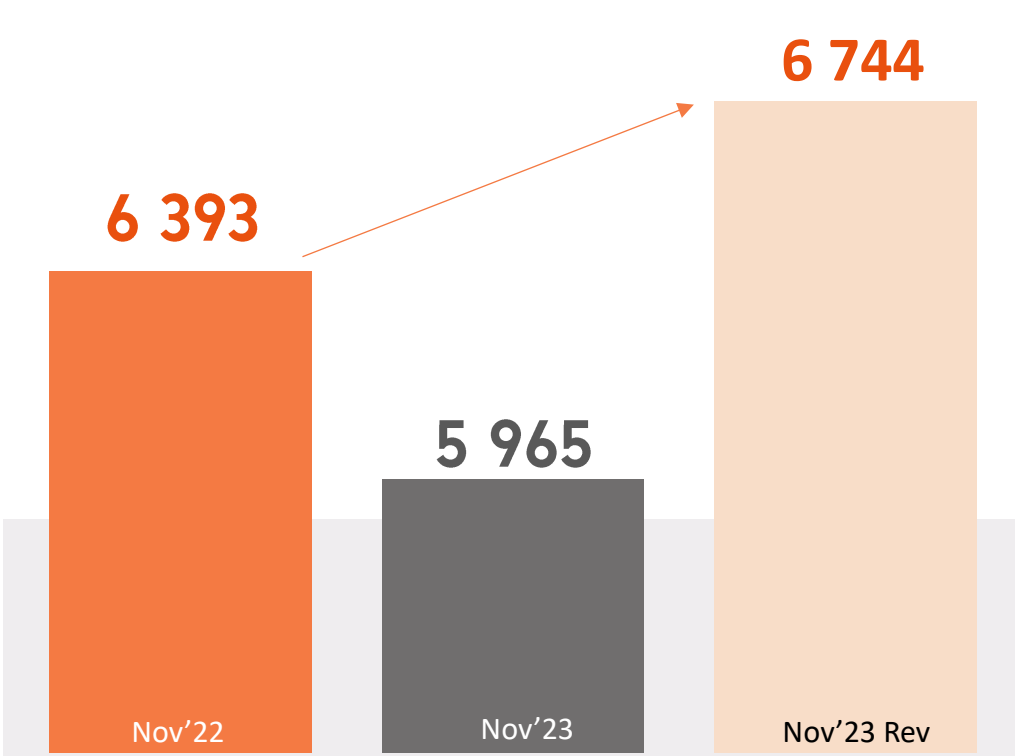
Embed Governance
and
Execution Excellence



Build Staff and
Stakeholder Confidence

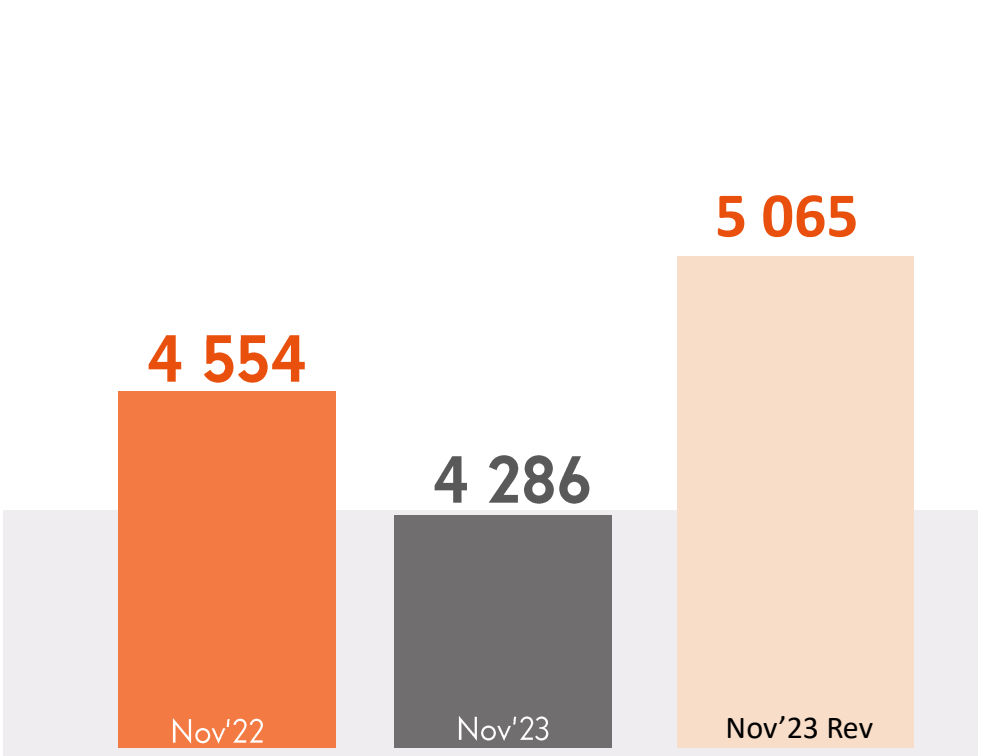
Good topline revenue growth year on year H1 FY2022 vs. FY2023

1 Jun to 30 Nov 2023 Highlights



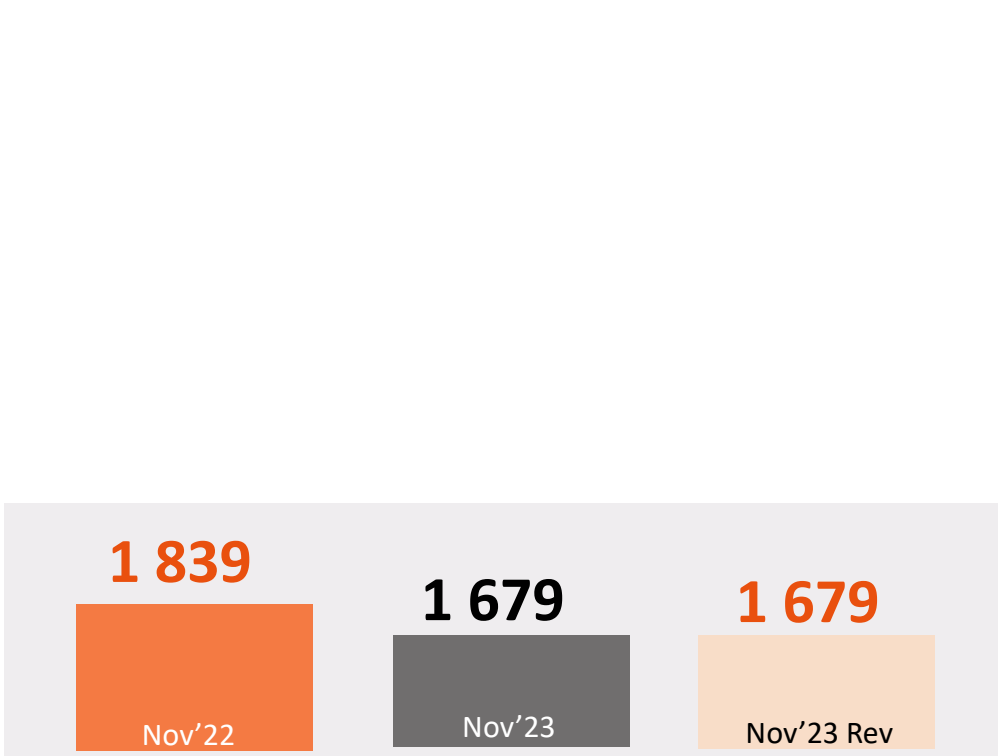
Revenue R'm

Despite an improving ARPU, a contributor to the declining revenue is a lower base and Gross Additions. **Comparable revenue increased 5% year-on-year.**



Direct Expenditure R'm

The decrease is mainly due to the reduction of both the Postpaid and Equipment costs. The net impact of the reduction includes the increase in Roaming cost due to the network transition completed in Jun'23 as Cell C is now roaming on the MTN Network.



Gross Margin R'm

Due to the increase direct costs, primarily capacity buying.

Brand remains resilient with an increased customer base and a strong ARPU uplift



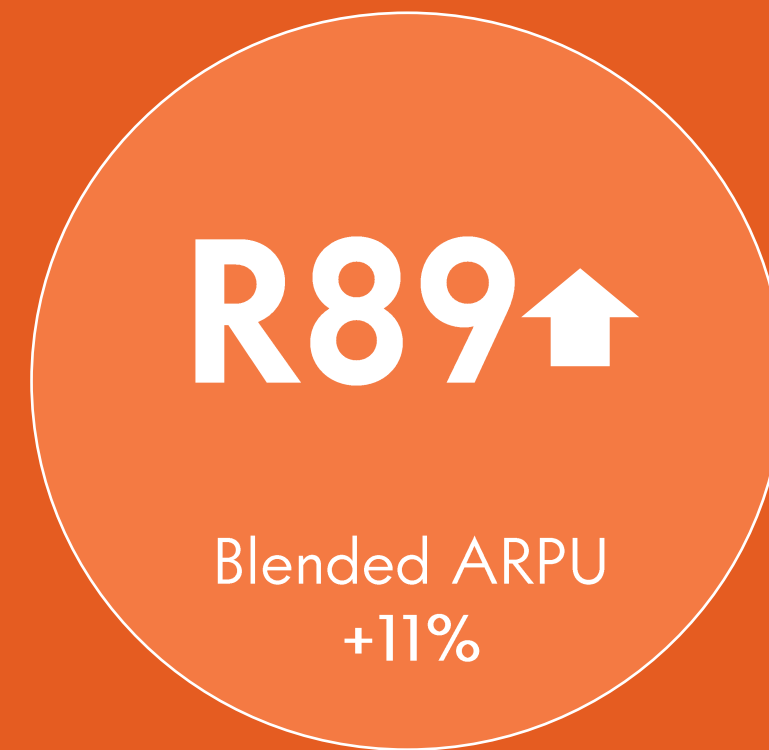
CellC
CHANGE YOUR WORLD

Kantar Top 30 Brands



8,5m ↑

Total customers
+300k



R89 ↑

Blended ARPU
+11%

Continued focus on revenue acceleration, anchored in consumer and people-centricity

Strategic Opportunities

Address Network
Quality & Perception

Reinforce Value Perception
to Drive Growth

Leverage Partnerships
to Boost Revenue

Delight with Best-in-
Class Experience

Drive an infectious
Brand Connection

Transparency



Honesty



Integrity



Simplicity

Building the best culture in the country

THANK YOU!