



Millicom's Media Kit



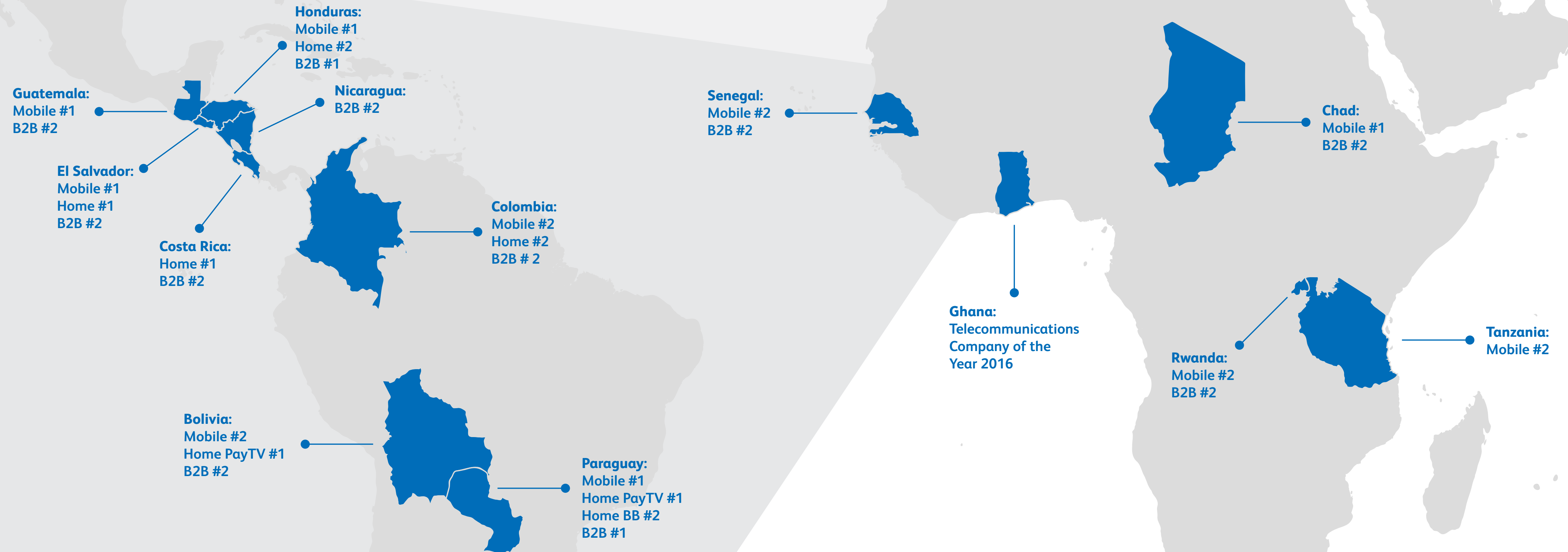
Who we are and what we do

Introducing Millicom

Millicom is a leading telecom and media company dedicated to emerging markets in Latin America and Africa. Millicom sets the pace when it comes to providing innovative customer-centric digital lifestyle products and services in mobile communications, including in mobile money and B2B solutions, as well as in cable and broadband. Our main commercial brand Tigo operates in 13 countries. The Millicom Group employs 16,000 people and provides mobile services to more than 57 million customers. Founded in 1990, Millicom International Cellular SA is headquartered in Luxembourg and listed on NASDAQ OMX Stockholm, under the symbol MIC. In 2015, Millicom generated revenue of USD 6.73 billion and Adjusted EBITDA of USD 2.27 billion.

Our Tigo brand in the markets

Our Tigo brand is #1 in several businesses and markets where we operate



Vision, Mission & Values

Vision: Enable people to advance in life & find joy.

Mission: Lead the adoption of the internet and *The Digital Lifestyle*[™].

Values: Passion, Trust, Innovation, Integrity and Simplicity.

Our business is driven by customer focus at all times.



Strategy

See our Strategy ([2015 Annual Report](#))

- **Lead on digital:** Innovate, partner with Digital Leaders, digital distribution and customer engagement.
- **Capture growth:** Foster data adoption while delivering on data monetization, capture MFS opportunity, increase customer centricity and satisfaction.
- **Grow profitably and responsibly:** Transform revenue growth into EBITDA growth, target operating level and cash flow growth.
- **Invest in people:** Strengthen talent, diversity, performance and reward programmes, take our unique culture to the next level; the Millicom DNA.



The Digital Lifestyle™

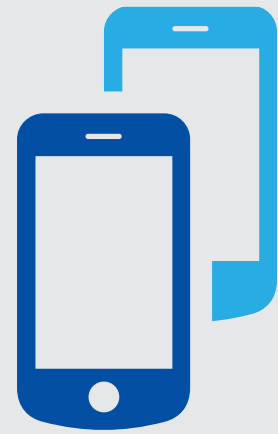
Every day, Millicom is transforming the way customers and communities communicate through connectivity online. We build mobile and fixed line networks in order to improve access for everyone to digital communications. We tailor world-class solutions, products and services to our customers, for them to access, use and enjoy content. We offer millions of our subscribers new and exciting benefits as we explore digital ventures with world-class brands looking to grow their business further in our markets.

All together, we are building a customized ecosystem of digital platforms and content that defines what we call The Digital Lifestyle™. So our customers can work, play, create and share in a more joined-up way, simply and efficiently, whenever and wherever they like.



Brief summary of Millicom's four main business pillars

Mobile, Cable & Broadband, MFS and Business



Mobile

Millicom has been developing mobile networks for 25 years [[Anniversary Video](#)]. During that time the digital landscape has changed beyond recognition. In the new digital economy, we are at the forefront of a developing trend in collaboration between traditional telecom operators and over-the-top operators (OTTs).

[Read our CEO OP-ED](#)

Cable and Broadband

Consumers are demanding more and more data. It's a huge challenge to get the right ecosystem in our markets so our customers can enjoy a seamless experience along the way. Fixed and wireless need to be provided and converged.

Our CEO discusses our network strategy with Intermedia.

[Find out more](#)



Brief summary of Millicom's four main business pillars

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MFS

Financial inclusion is a key driver behind Digital Inclusion. To drive a growing digital economy on the back of greater connectivity we must also overcome barriers and promote broader financial inclusion, so more people will benefit.

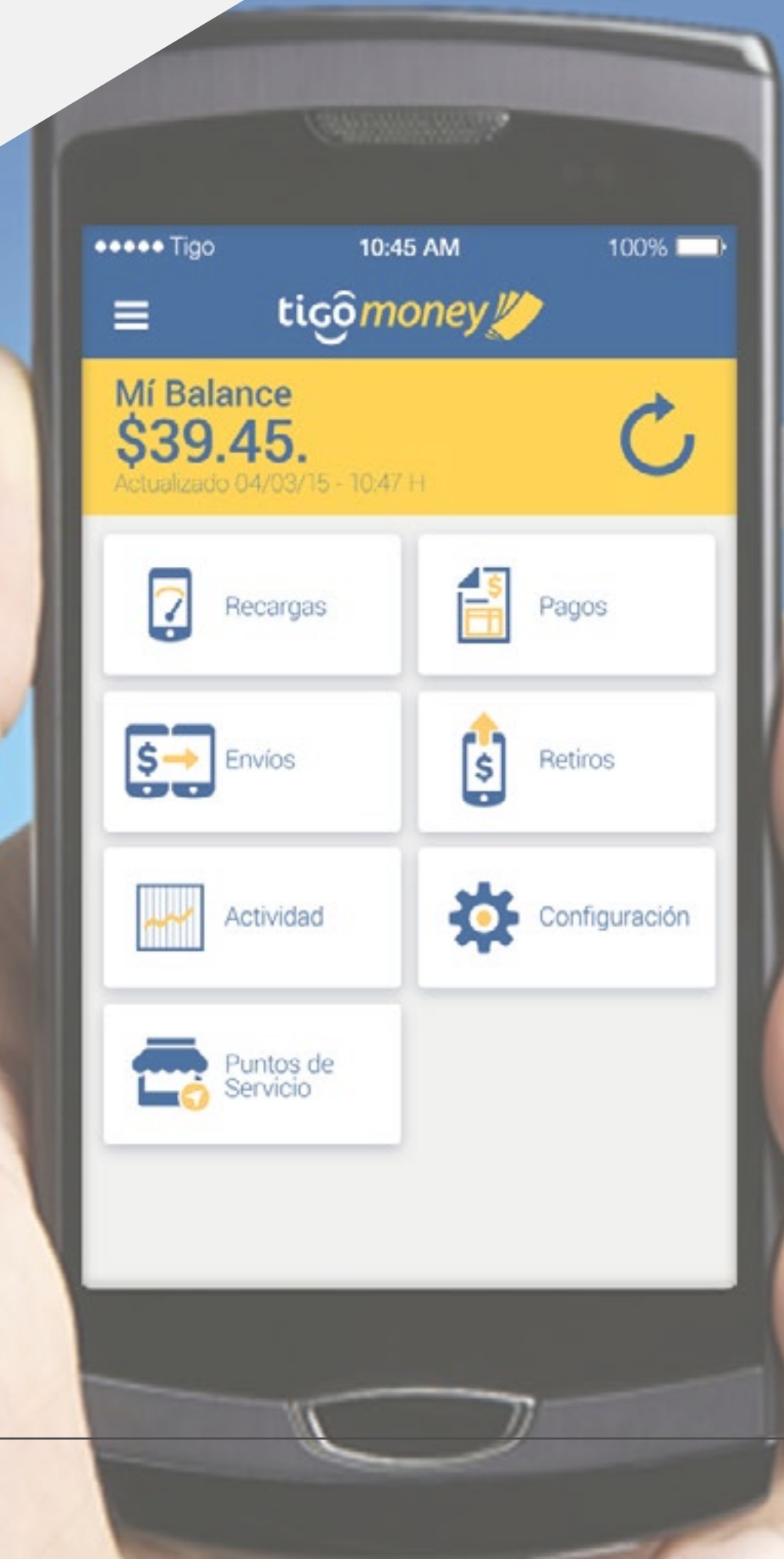
[Find out more.](#)



Business to Business (B2B)

Millicom is investing in high-tier, state-of-the-art Data Centers in Latin America and Africa to support its expansion into business services such as co-location and cloud services with enhanced resiliency and reliability. Tigo Guatemala's annual Tigo Business Forum (TBF) has become the largest event of its kind in Central America. The TBF program has also been rolled-out to seven Latin American countries this year, reaching 4,500 business people, representing 2,500 companies of all sizes.

Find out more: [Tigo Business Forum](#), [Data Centers](#).



Ten Millicom Facts

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1. Millicom is forging new partnerships with disruptive over-the-top operators (OTTs) as part of a growing industry trend amongst traditional telecoms companies. [Find out more!](#)


LTE

2. Mobile data has become Millicom's fastest growing line of business (Home and B2B). New, high tier data centers have been commissioned in Latin America and Africa as our #monetizedata strategy rolls out. [Find out more!](#)

NETFLIX

3. Millicom announced an exclusive partnership with Netflix in June 2016. Industry-wide, a recent whitepaper (Cisco Network Systems - June 2016) estimates that Internet video growth is likely to increase fourfold between 2015 and 2020. [Find out more!](#)


35%

4. Colombia is Millicom's largest Latin American market: it contributes 35% of our Latin American revenues. Tanzania is Millicom's largest African market, with more than ten million subscribers and accounts for 36% of operational revenues out of Africa.

Ten Millicom Facts



5. Revenue in 2015 grew by 7.4% to \$6.73 billion.
85% of Millicom revenue comes from Latin America.
15% comes from Africa.



6. In 1990, Millicom lit the spark that lit the flame and life would never be the same... Our Digital Torch 25th anniversary film won PR Week's Global Awards 2016 for best Employee Communications.

[Watch the video!](#)



7. There are limited formal banking infrastructures in our markets. In Latin America, mobile penetration in emerging markets is 73% higher than financial account penetration. To illustrate this, more than 90% of Paraguay's US\$21 billion private consumption transactions in 2015 were made in cash.

Millicom's Mobile Financial Services are able to offer unbanked customers Financial Inclusion for the first time.

Ten Millicom Facts



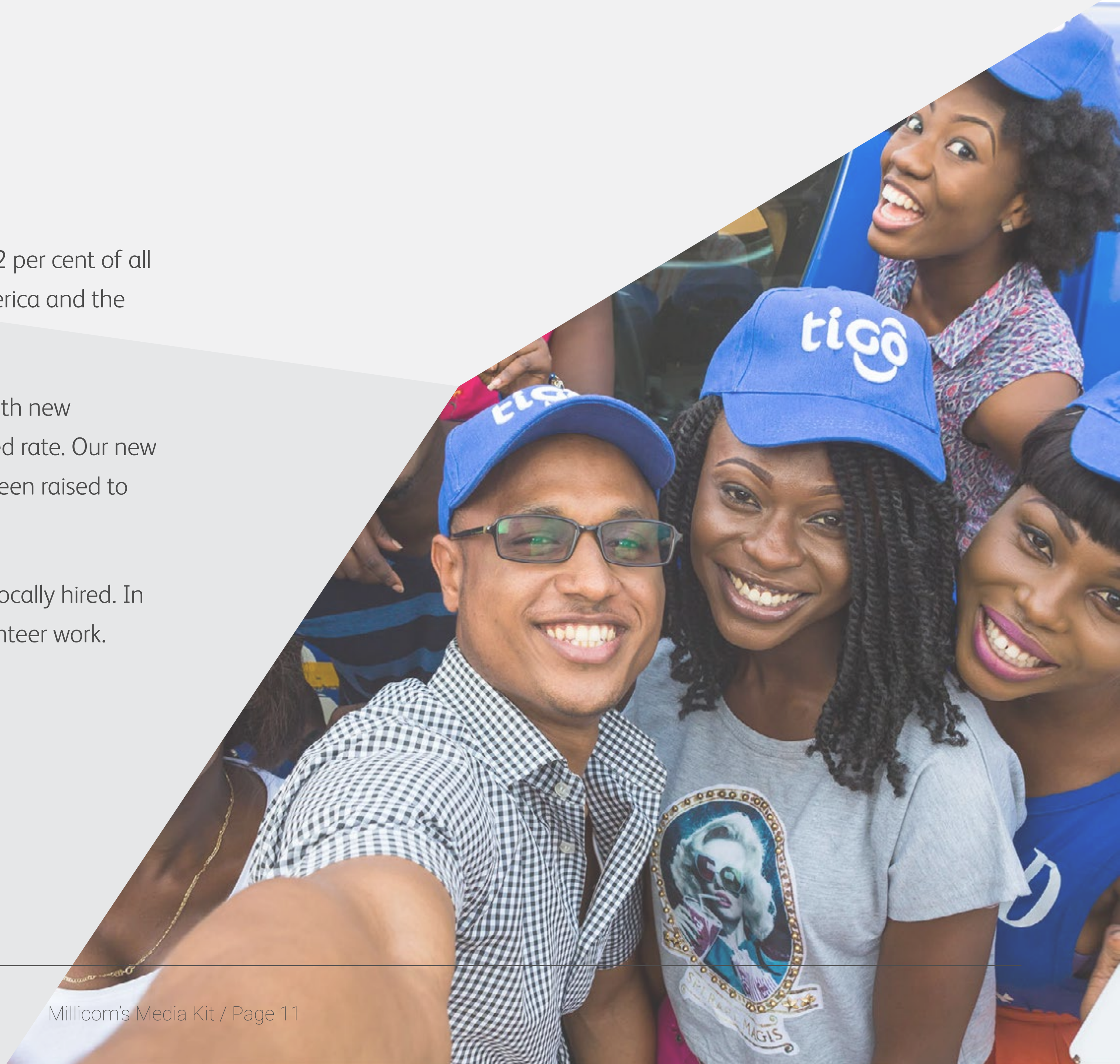
8. Millicom's Mobile Financial Services account for 42 per cent of all active (90 day) mobile money accounts in Latin America and the Caribbean region, according to the GSMA.



9. Millicom is both building and filling its networks with new subscribers in Latin America at a faster than expected rate. Our new target for number of "homes passed" by 2021 has been raised to more than 12 million.



10. 97 per cent of Millicom's 16,000 employees are locally hired. In 2015, they dedicated a total of 20,355 hours to volunteer work.



Corporate Responsibility: Did you know?

Millicom's 2015 Corporate Responsibility Report

Our 2015 CR report has been shortlisted for an Ethical Corporation's Responsible Business Award in "communication excellence". [Take a look.](#)

Child Online Protection (COP)

Our unique position within the telecommunications sector in emerging markets demands that we respond to the increasing dangers that children encounter when they go online. In 2014, Tigo Paraguay hosted Latin America's first ever Child Online Protection workshop. We have since hosted similar workshops in Bolivia, El Salvador and Costa Rica, as well as in Africa, to drive shared commitment towards building safer environments online for children. We work closely with governments and have successfully lobbied for COP to be introduced into school curriculums in our markets. [Find out more.](#)

Child Rights

In December 2014, Millicom signed a formal three-year agreement with Unicef to develop universal self-assessment tools for child rights impact within the telecom industry. We were one of the first companies to pilot Unicef's child rights check list

in 2012. Read a blog on our work and findings. [Find out more.](#)

Mobile Birth Registration

We work to improve governance structures through ICT. Our mobile birth registration initiative in Tanzania partners with the Registration Insolvency and Trusteeship Agency called RITA and with Unicef to ensure newborn and young children are registered free of charge, by app. The percentage of children under five registered with a birth certificate in the Mbeya region rose from eight to 45 per cent during the initiative's first year. [Watch the video.](#)

Digital Classrooms

In Latin America and in Africa, our Tigo brand is closely aligned with important initiatives that drive connectivity, digital education and literacy in rural communities.

In 2015, Tigo Ghana created, filmed and broadcast its award-winning Shelter4Education campaign on national TV. [Watch the video.](#)

In May 2016, Fundación Tigo in Guatemala completed 285 schools in 22 departments, designed to benefit more than 80,000 kids. [Find out more](#)

Corporate Responsibility: Did you know?

Through 2016, Tigo Bolivia's Pixel a Pixel initiative will have completed 20 digital classrooms built and designed for young people living with disabilities. The classrooms provide connectivity and digital equipment as well as a place where parents and teachers can educate and support. [Find out more](#)

Tigo volunteers from Tigo Honduras have partnered up with the non-government organization Techo to build classrooms in rural schools. [Watch the video](#)

Tigo Digital Changemaker (TDC) Awards

Millicom sponsors the Tigo Digital Changemakers (TDC) Award scheme: a tech competition to identify and support young people with ideas about digital tools that can help solve social challenges. A 2015 Impact Report in Africa counted 131 social entrepreneurs backed by TDC and its Accelerator and Incubator Programs.

[Find out more](#)

Meet TDC Award winners

Louis Ngabonziza, whose school for the deaf in northern Rwanda is offering youngsters a tech education. [Find out more](#)

Students Dina Ventura, Pat Rodríguez and David Bustillo from Honduras, who together came up with Me Apunto – an app that connects volunteers with non-profit organisations such as Cruz Roja and Techo Honduras. [Find out more](#) / [Watch the video](#)

Mobile Financial Services (MFS)

Find out how we work with nonprofit organisations to ensure financial aid is distributed safely and quickly to families and communities impacted by natural disasters. [Watch the video](#)

Millicom Country Fact Sheets



Ten Millicom MFS Facts

- 1.** GSMA: “Millicom represents more than 9% of all registered accounts, and 11% of all active money accounts globally. In LATAM, Millicom has a 40% of market share of active accounts.”
- 2.** There’s one Tigo Money transaction per second in El Salvador: 2 Million transactions a month!
- 3.** In January 2016, Tigo Money became the financial institution with the most branches in Bolivia with 1400 client service points in 183 locations, reaching 50 Bolivian towns with no banking services.
- 4.** Three of our MFS operations in Latin America are in the top 15 MFS services in terms of active users worldwide.
- 5.** We have launched our Tigo Money App in 5 countries, with a more than 400% growth rate year on year.
- 6.** In Paraguay the equivalent of 4.5% of GDP is coursing through our platform, and we have more subscribers than the number of bank accounts in the country.
- 7.** More than 50 percent of our customers are women.
- 8.** Tigo Money has historically increased financial inclusion by 20% and has the potential to increase GDP up to 3%
- 9.** In Honduras, in alliance with the UN through the PMA (World Food Program) Tigo Money disburses economic aid to more than 116,000 families.
- 10.** We have agreements with the top international remittances companies. People around the world can send money directly to the Mobile Wallet.

Our CEO: Mauricio Ramos

Mauricio Ramos joined Millicom in April 2015 as Chief Executive Officer (CEO). He was most recently President of Liberty Global's Latin American division, a position he held from 2006 until February 2015.

Over the past 14 years, Mauricio has held several leadership roles at Liberty Global, including positions as Chairman and CEO of VTR in Chile, Chief Financial Officer of Liberty's Latin American division and President of Liberty Puerto Rico.

Throughout this period he has successfully developed both mobile and broadband businesses in Latin America, delivering solid operational improvement and outstanding financial results.

Mauricio is also Chairman of TEPAL, the Latin American Association of Cable Broadband Operators and Independent Director, Charter Communications (US).

He is a dual Colombian and US citizen who received a degree in Economics, a degree in Law, and a postgraduate degree in Financial Law from Universidad de Los Andes in Bogota.



Millicom Boilerplate

Millicom is an international telecommunications and media company that is dedicated to promoting digital inclusion and The Digital Lifestyle™ within 13 markets in Africa and Latin America.

Millicom's main commercial brand Tigo offers voice, SMS, data, cloud-based services, high-speed internet, satellite and cable TV along with Mobile Financial Services, and content platforms such as Tigo Music and Tigo Sport to more than 57 million customers.

Millicom is a recognized champion of innovation, finding and developing new technologies that meet the needs of customers wherever they are.



Media Inquiries

For more information, inquiries should be sent to press@millicom.com and we will endeavor to respond to you at the earliest opportunity.

Many thanks on behalf of Millicom,
The Comms Team