



value *beyond* price

**PT XL Axiata, Tbk. (XL)
Corporate Presentation
9M 2010**

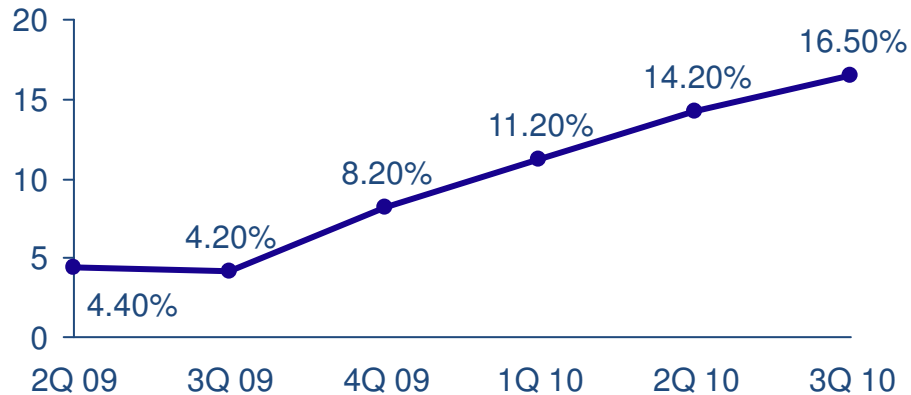
October 2010

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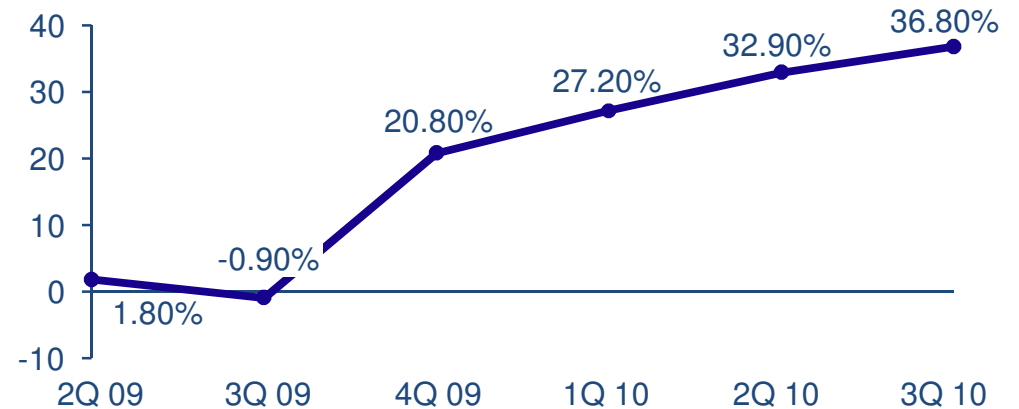


XL has generated steady increase in shareholder values

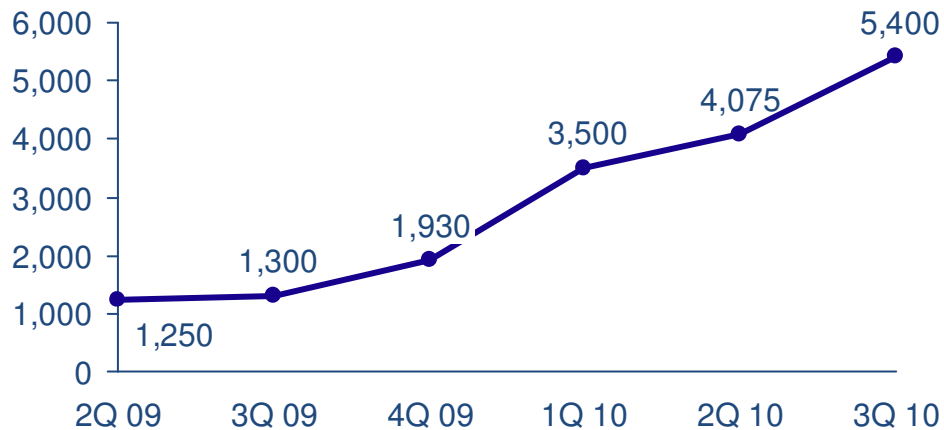
RoIC



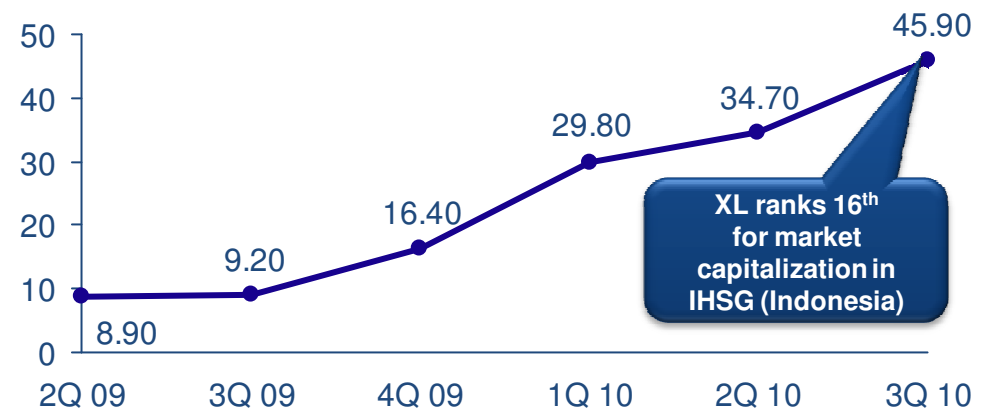
Normalized ROE



Closing Share Price (Rp)

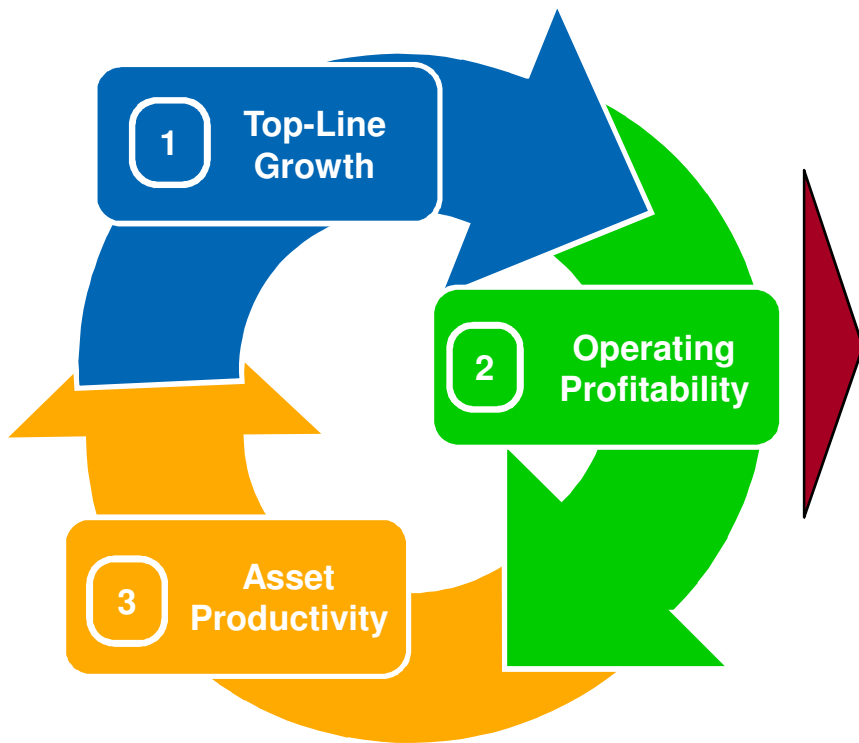


Market Capitalization (Rp. Tn)

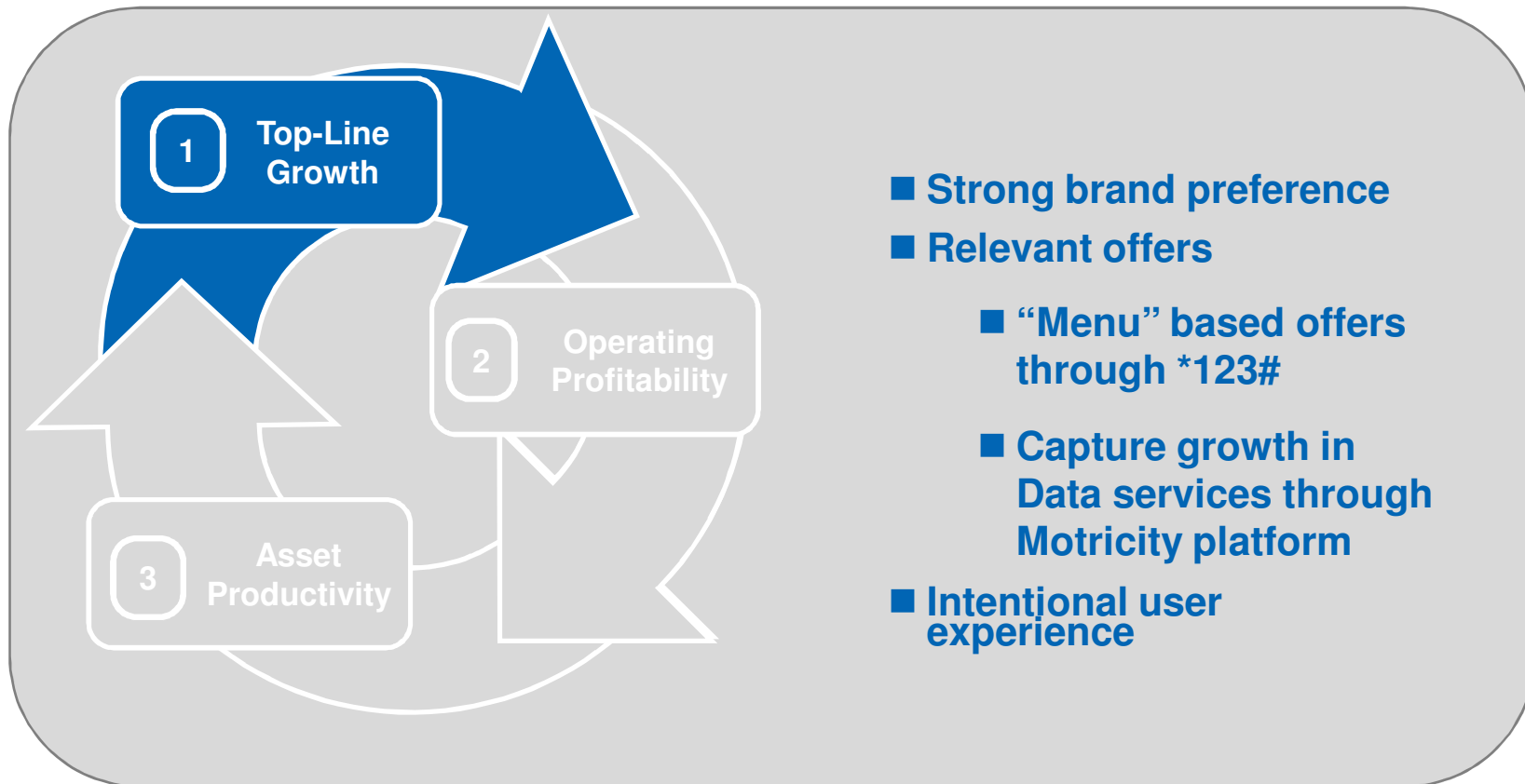




XL will continue to execute against 3 key value drivers



	<u>9M10 vs. 9M09</u>	
Revenue	32%	
EBITDA	60%	
EBIT	157%	
PAT	73%	
Total Assets	-6%	
	<u>9M09</u>	<u>9M10</u>
RoIC	4.2%	16.5%
Normalized ROA	- 0.2%	10.7%
Normalized ROE	- 0.9%	36.8%
Net Debt/Equity	3.1 x	0.9 x
Net Debt/EBITDA	3.2 x	1.2 x





Strong brand preference

Driving affordable voice benefits



Driving Blackberry and internet



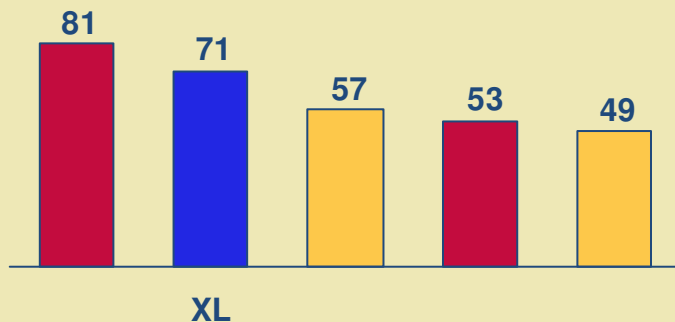
Fun & exciting brand – Fun book, XL Smile portal



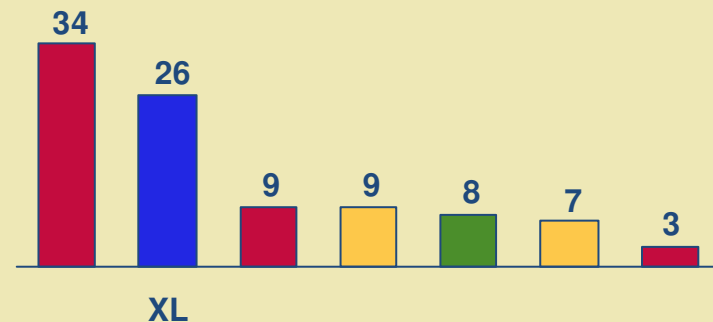
Leading in innovation and affordability



2nd strongest brand in “Spontaneous Awareness” inducing strong usage



Second brand preferred for purchase



Source: Company data; Jun 2010 State of Indonesian Market Survey



Single interface, *123#

Current capability

- **Relevant info**
 - E.g. Account Balance information
- **Single access for all**
 - No need for different access codes to purchase different offers
- **New & relevant offerings**
 - New pricing plans for Voice and SMS
 - BB registration
 - Add-ons: e.g. for Data and VAS

Next

Enhanced *123# for better user experience

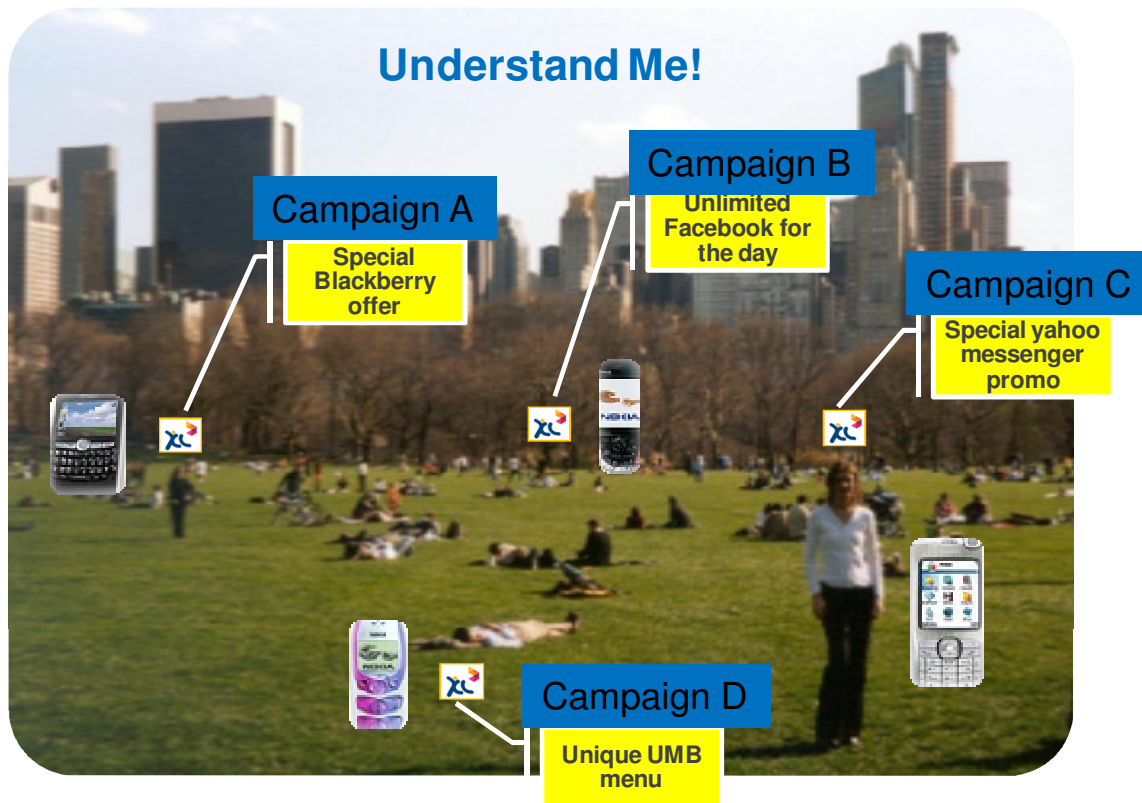
Already ahead of competition





Strong analytics to support Marketing campaigns

Right channel, right offer, right target of subs, in the right time



RIGHT CHANNEL

“Parallel intentional marketing campaign based on subscriber handset capabilities”

Mobile Data Service Analytics



Subscriber network and circle of friends in running campaigns





Partnering with Motricity to tap into data opportunity

Motricity has a vast, global experiences across Data Services value chain



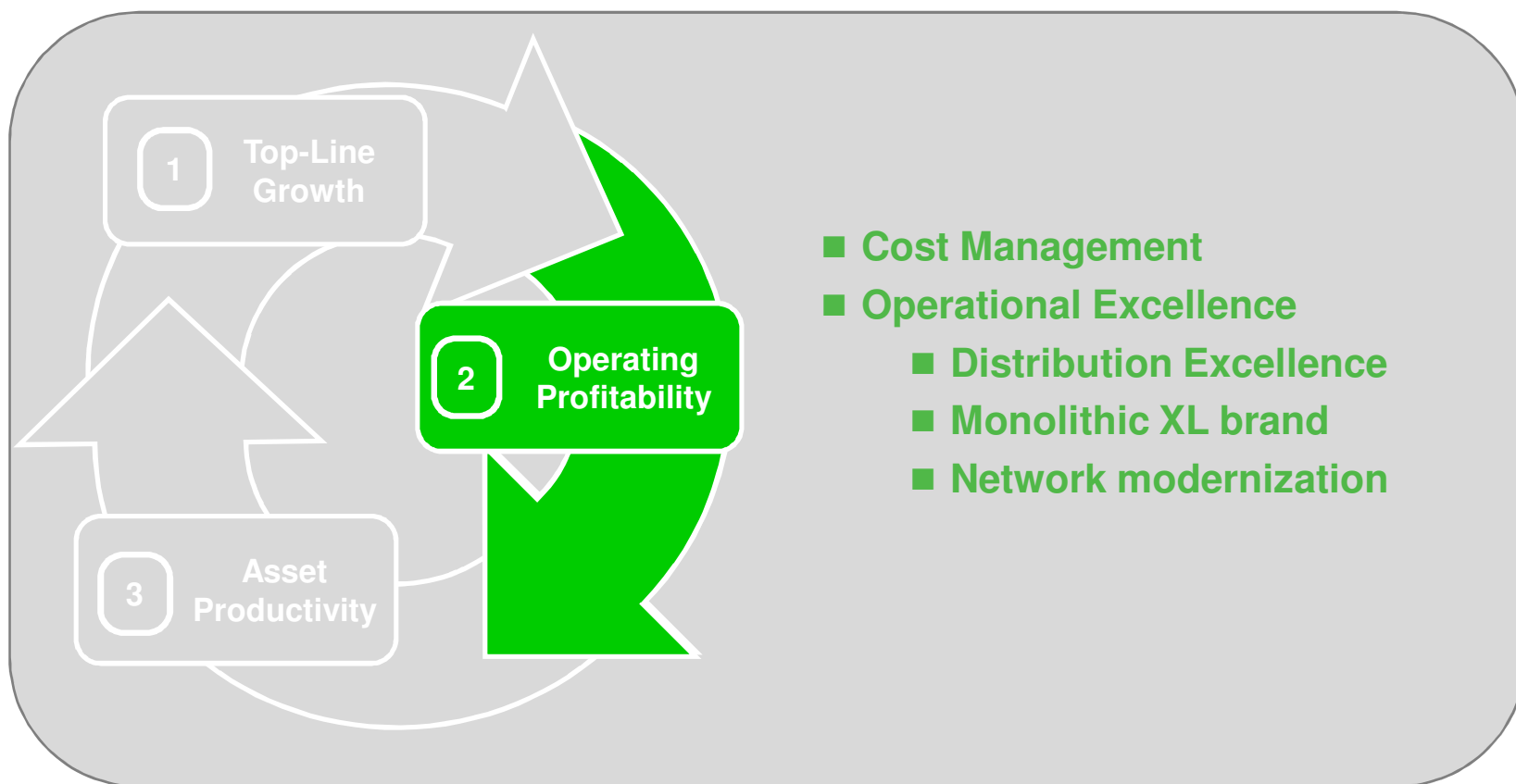
Engagement model: Technical and Business

Business analysis and go-to-market

Content operations

Device R&D

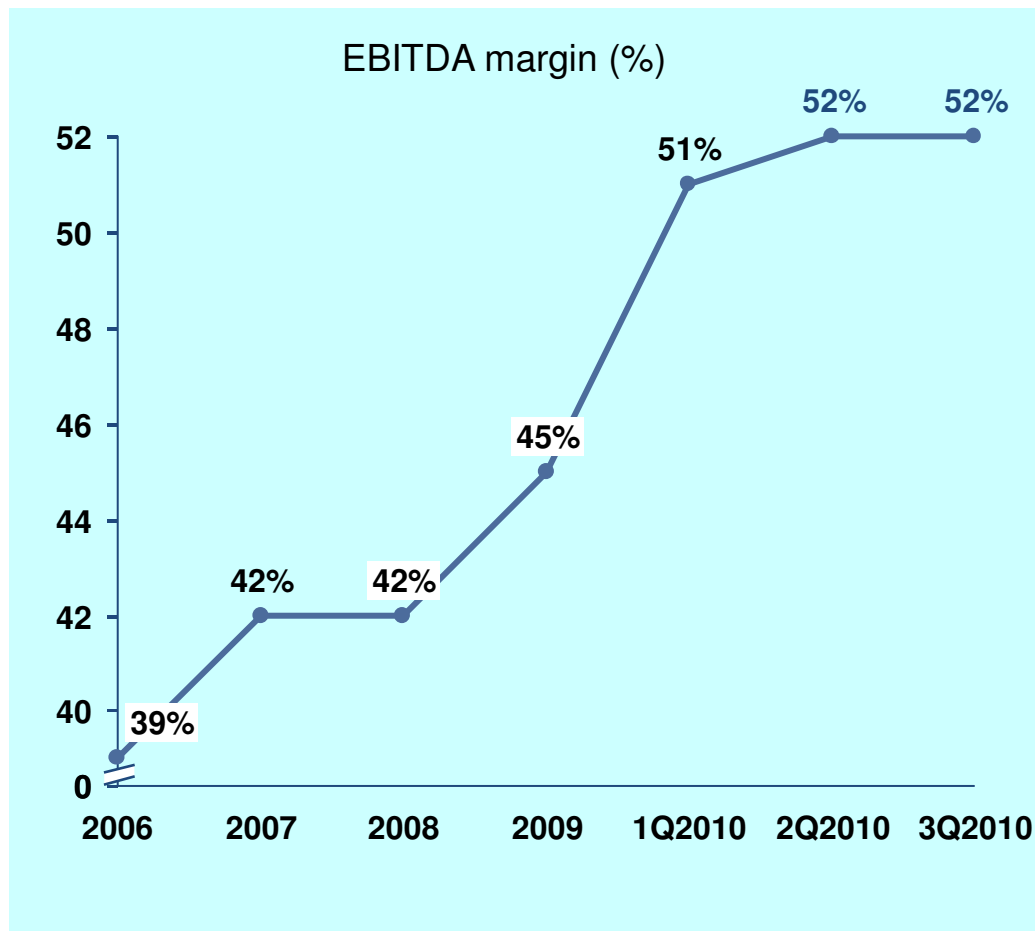
IT and Service Operations





Focus on operational excellence has helped improve EBITDA margin

EBITDA Margin



Key examples of Operational Excellence

A&P

- Strong monolithic XL brand
- At the same time, reduced A&P spending

Distribution

- Major overhaul in Distribution has strengthened control and widen coverage
- At the same time reduced Sales Commission cost

Network

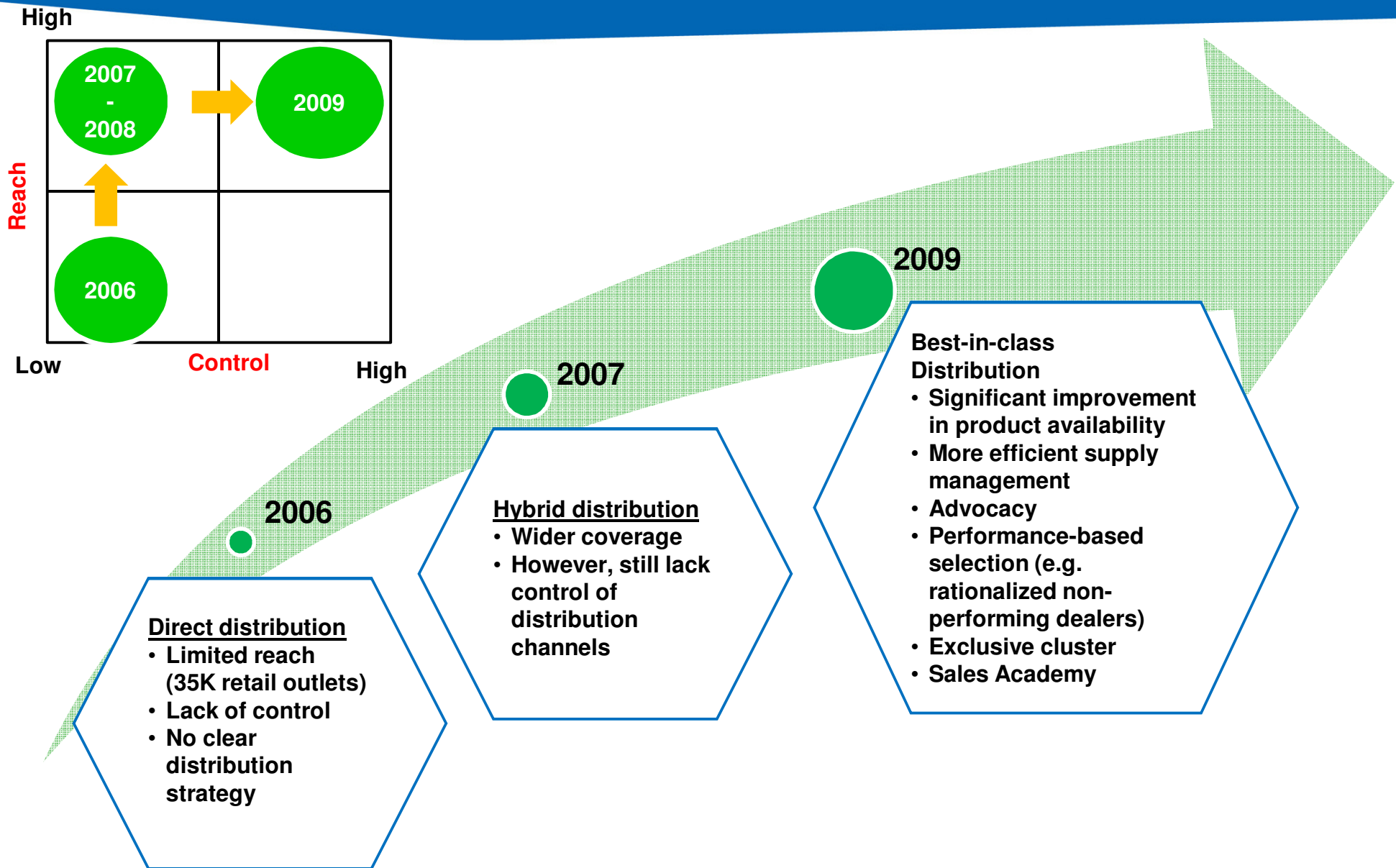
- Continues to explore more efficient Network (e.g. through modernization)

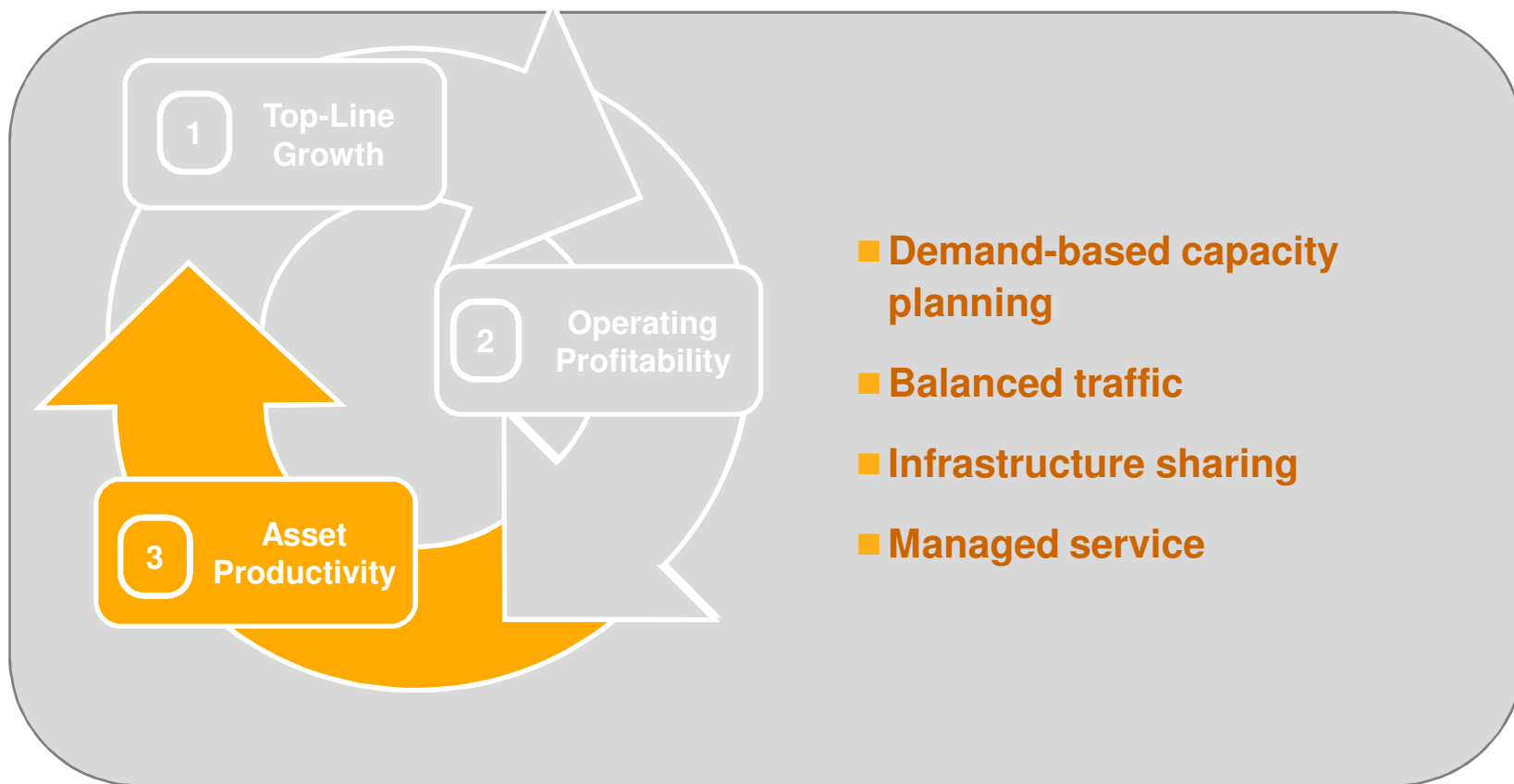
Employee

- Launched initiatives to improve employee productivity



We have achieved “best-in-class” in distribution



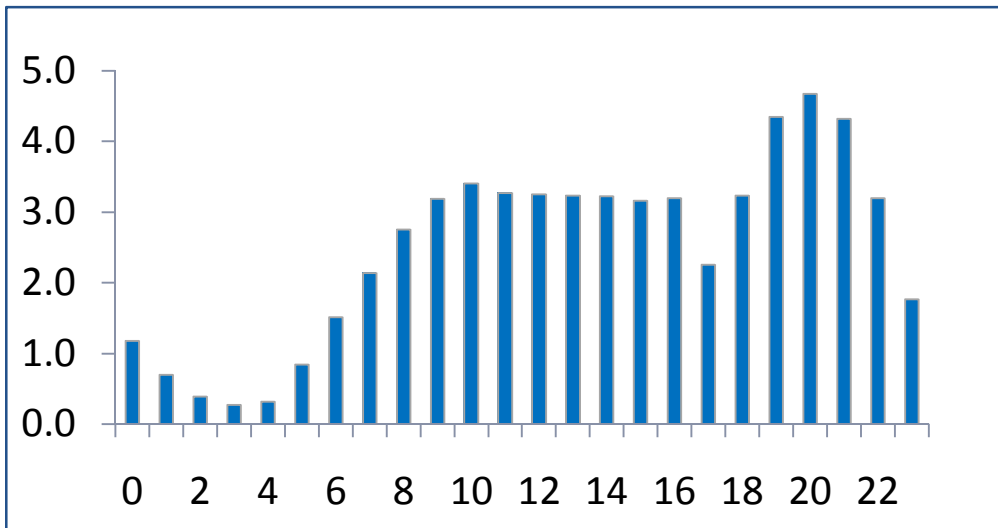




Enhanced CapEx management for asset productivity

Optimized Network utilization

Traffic profile by hour (Mn Minutes)



Demand-based capacity planning

- Build capacity based on market demand
- Market understanding at segmented “POC”
- Careful balancing of 2G and 3G investments

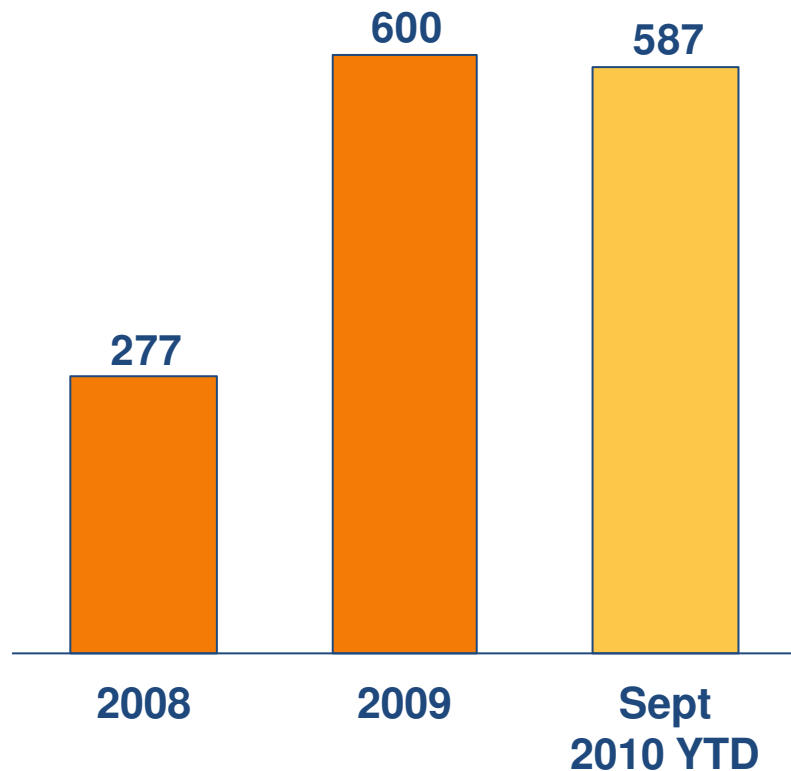
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- Minimize waste and inefficiencies
 - Higher return on investment



Maximize our asset utilization from non core

Continue to grow Asset (TowerCo) business

Revenues (in IDR Bn)



Asset business beyond “passive” infrastructure

Passive infrastructure

- Rented ~5,000 towers in 2010
- 9 customers
- >5,000 tenancy

Active infrastructure

- Leased out Network capacity for domestic roaming



We have adopted “managed service” model in certain areas

amdocs

- Partnership in providing operations for CRM & Billing system for period 2010-2017



- Partnership in Billing Infrastructure as an “application ready” platform for period 2010-2014, including Disaster Recovery Center



Benefit

- Expertise and high quality service
- Save on Capital Expenditure
- Streamline business focus and operations for a more flexible organization

Potential impact

- TCO reduction
- Better customer experience
- High dependability



XL's 2010 revised guidance

	2010 Old Guidance	Current guidance
Revenue growth	Expected more than 20%	More than 20%
EBITDA Margin	Around 50%	More than 50%
Cash out CAPEX	Approximately IDR 4.5-5 Tn, of which about 25 - 30% for data service, internally funded	Approximately IDR 4.5-5 Tn, of which about 25 - 30% for data service, internally funded