

Partner Communications Company Ltd.

# Company presentation

**Q1 2013 Results**

May 22, 2013



# Safe Harbor Statement

- This presentation includes forward-looking statements within the meaning of Section 27A of the US Securities Act of 1933, as amended, Section 21E of the US Securities Exchange Act of 1934, as amended, and the safe harbor provisions of the US Private Securities Litigation Reform Act of 1995. Words such as "believe", "anticipate", "expect", "intend", "seek", "will", "plan", "could", "may", "project", "goal", "target" and similar expressions often identify forward-looking statements but are not the only way we identify these statements. All statements other than statements of historical fact included in this press release regarding our future performance, plans to increase revenues or margins or preserve or expand market share in existing or new markets, reduce expenses and any statements regarding other future events or our future prospects, are forward-looking statements.
- We have based these forward-looking statements on our current knowledge and our present beliefs and expectations regarding possible future events. These forward-looking statements are subject to risks, uncertainties and assumptions about Partner, consumer habits and preferences in cellular telephone usage, trends in the Israeli telecommunications industry in general, the impact of current global economic conditions and possible regulatory and legal developments. For a description of some of the risks we face, see "Item 3D. Key Information - Risk Factors", "Item 4. - Information on the Company", "Item 5. - Operating and Financial Review and Prospects", "Item 8A. - Consolidated Financial Statements and Other Financial Information - Legal and Administrative Proceedings" and "Item 11. - Quantitative and Qualitative Disclosures about Market Risk" in the Company's 2012 Annual Report (20-F) filed with the SEC on March 19, 2013. In light of these risks, uncertainties and assumptions, the forward-looking events discussed in this press release might not occur, and actual results may differ materially from the results anticipated. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

# Agenda



## 1. Partner Highlights



## 2. The Israeli Telecommunications Market



## 3. Financial and Operational Performance



## 4. Partner's Strategic Direction

# 1. Partner Highlights



## At a Glance

**Strong  
brand and  
market  
presence**

A leading  
communications  
group operating  
under the “orange”  
and 012 Smile  
brands

**29%**  
estimated  
cellular  
market share

**Strong  
subscriber  
base**

Evolving into  
a diversified  
Multi-Service  
**Communications**  
and Media group

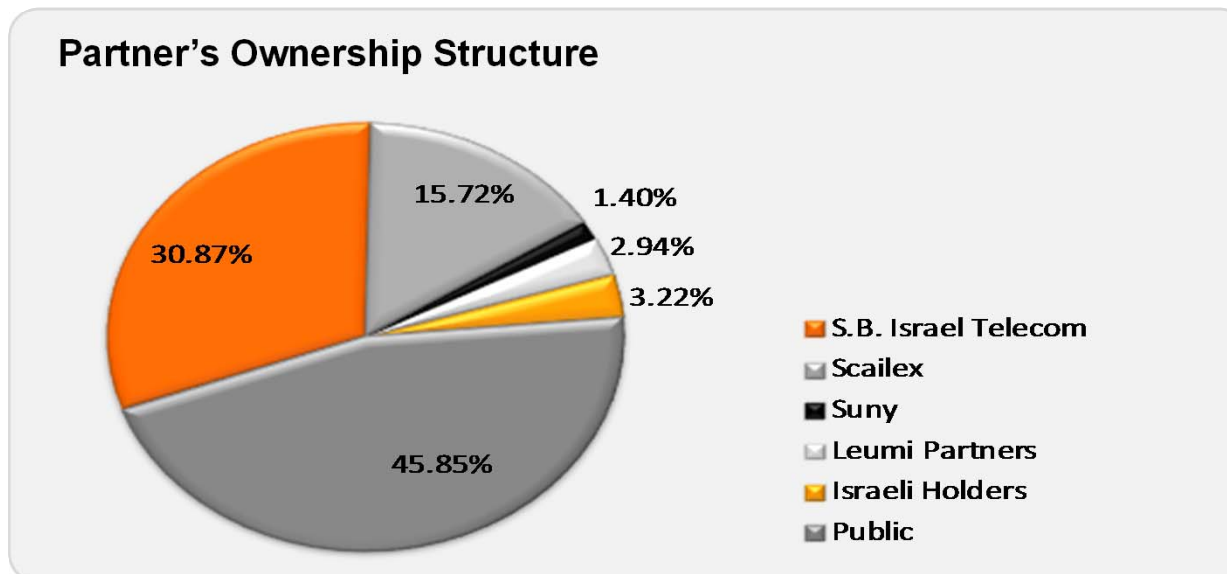
**High Speed  
Network,  
LTE Ready**

# Q1 2013 Financial and Operational Highlights

- **Revenues** of NIS 1,144 million (\$ 314 million)
  - **Service Revenues** of NIS 961 million (\$ 263 million)
  - **Equipment Revenues** of NIS 183 million (\$ 50 million)
- **EBITDA\*** of NIS 268 million (\$ 73 million), 23% of total revenues
- **Net profit** of NIS 31 million (\$ 9 million)
- **Free Cash Flow (before Interest):** NIS 203 million (US\$ 55 million)
- **Cellular ARPU:** NIS 82
- **Cellular Churn:** 10.4%

# Ownership Structure

- S.B. Israel Telecom Ltd. is an affiliate of Saban Capital Group, Inc. ("SCG"). SCG is a leading private investment firm based in Los Angeles specializing in the media, entertainment, and communication industries.
- SCG was established by Mr. Haim Saban, co-founder of Fox Family Worldwide, a global television broadcasting, production, distribution and merchandising company owned in partnership with Rupert Murdoch and The News Corporation following its sale to The Walt Disney Company in October 2001. The firm currently makes both controlling and minority investments in public and private companies and takes an active role in its portfolio companies.



## 2. The Israeli Telecommunications Market





# Telecommunications Market - 2012-2013

Regulatory  
changes

Intense  
competition in the  
cellular market

Increased  
competition in the  
ISP market

MOC decision  
regarding the  
implementation of  
wholesale market in  
the Fixed-line

# Main Regulatory Actions\*

Increasing competition - two new operators and three MVNOs

Financial sanctions on licensees that violate their license conditions

Handset Market Liberalization

MOC published the policy on fixed line wholesale market

Reduction in cellular royalty rate to the Government for 2012 - 1.3%, 2013 - 0%

Israel Electric Company fiber optic election process

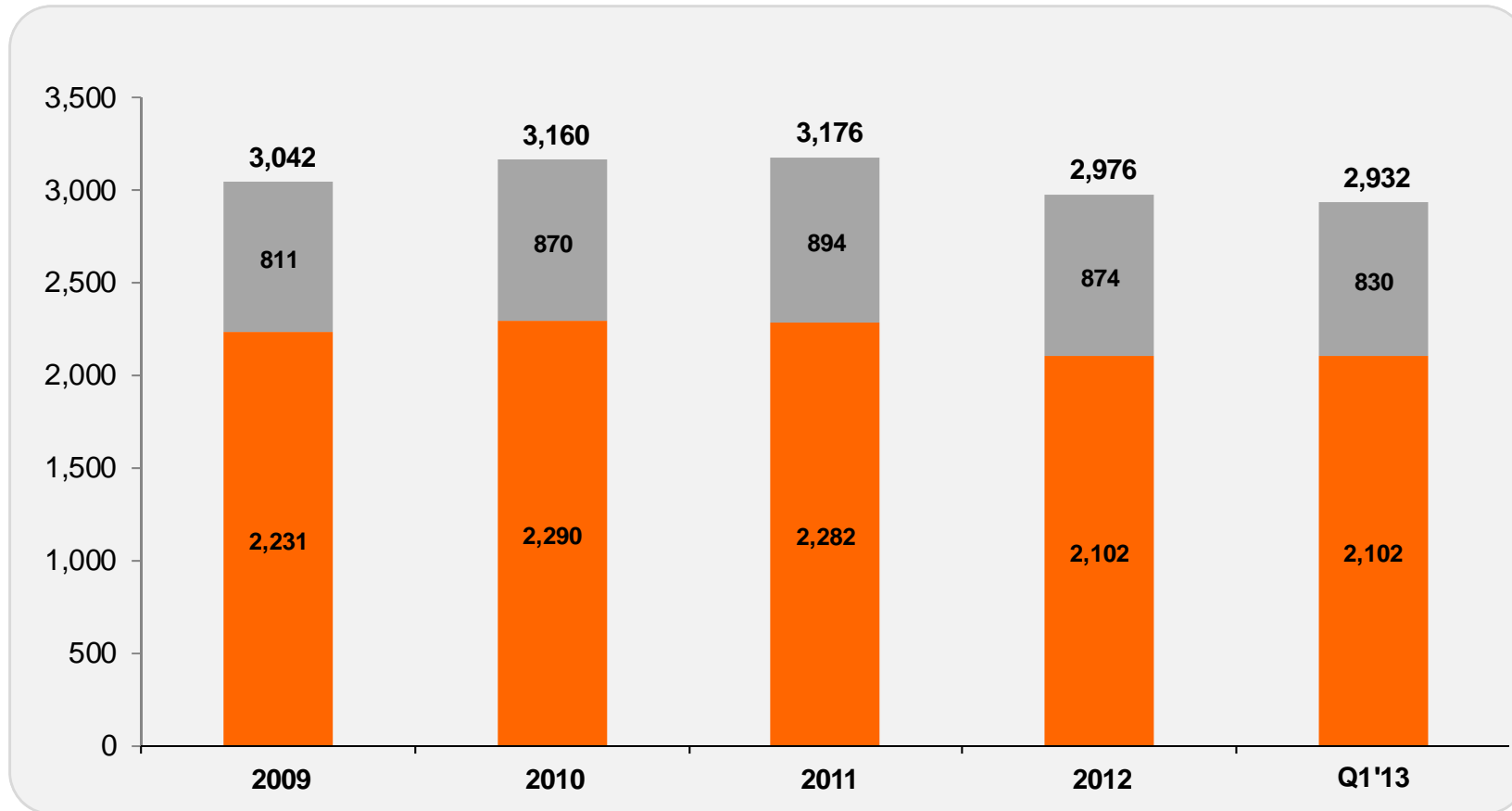
### 3. Financial and Operational Performance



# Q1 2013 Financial Highlights

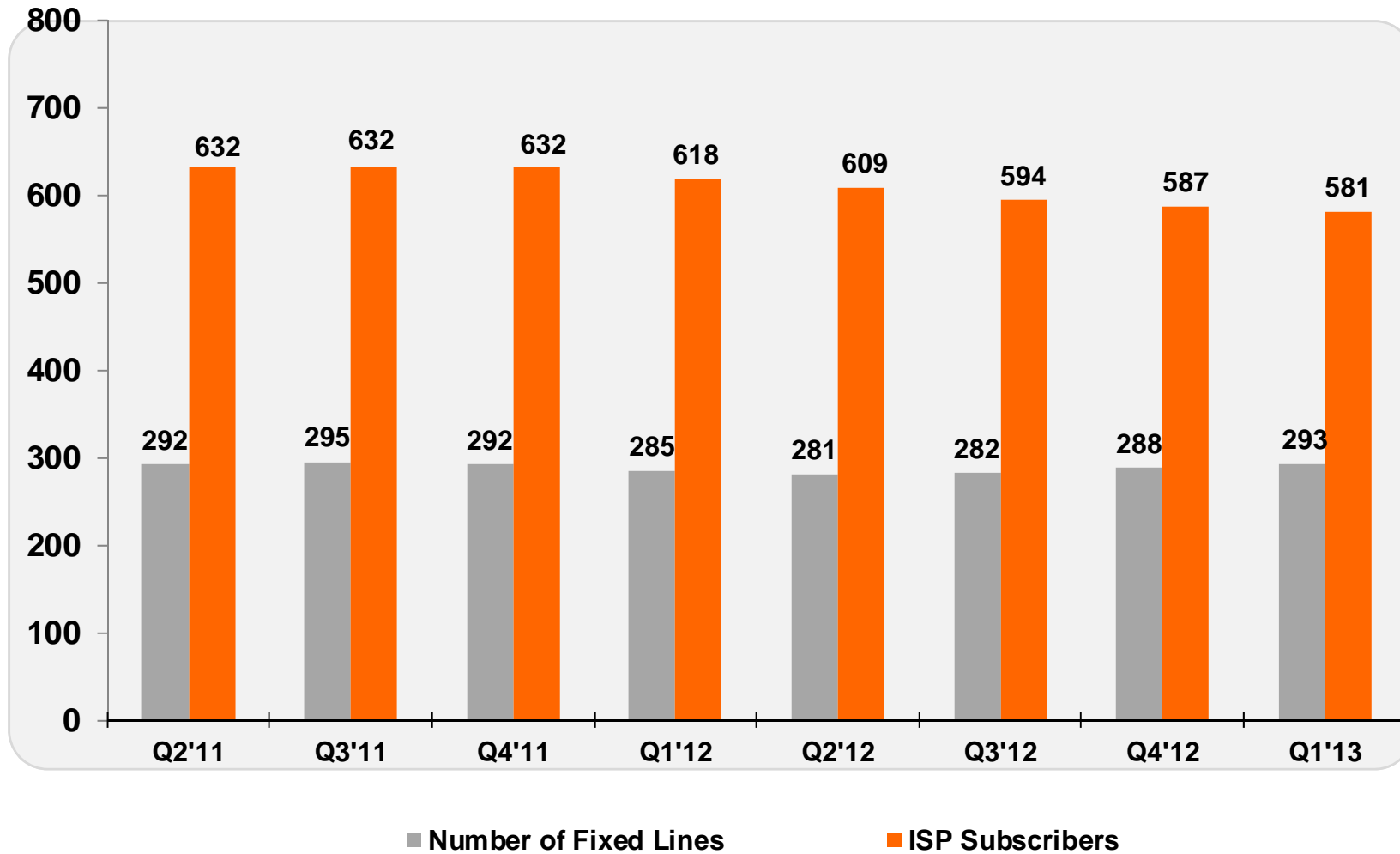
<i>in NIS millions</i>	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
Revenues	1,571	1,428	1,315	1,258	1,144
Cost of Revenues	1,128	1,000	934	969	901
<b>Gross Profit</b>	<b>443</b>	<b>428</b>	<b>381</b>	<b>289</b>	<b>243</b>
S,G&A	222	213	192	160	171
Other income	27	30	28	26	23
<b>Operating Profit</b>	<b>248</b>	<b>245</b>	<b>217</b>	<b>155</b>	<b>95</b>
Financial Costs, net	55	73	68	38	49
Income Taxes	47	52	39	15	15
<b>Net Profit</b>	<b>146</b>	<b>120</b>	<b>110</b>	<b>102</b>	<b>31</b>
EBITDA	438	423	401	340	268

# Cellular Subscribers (In thousands)

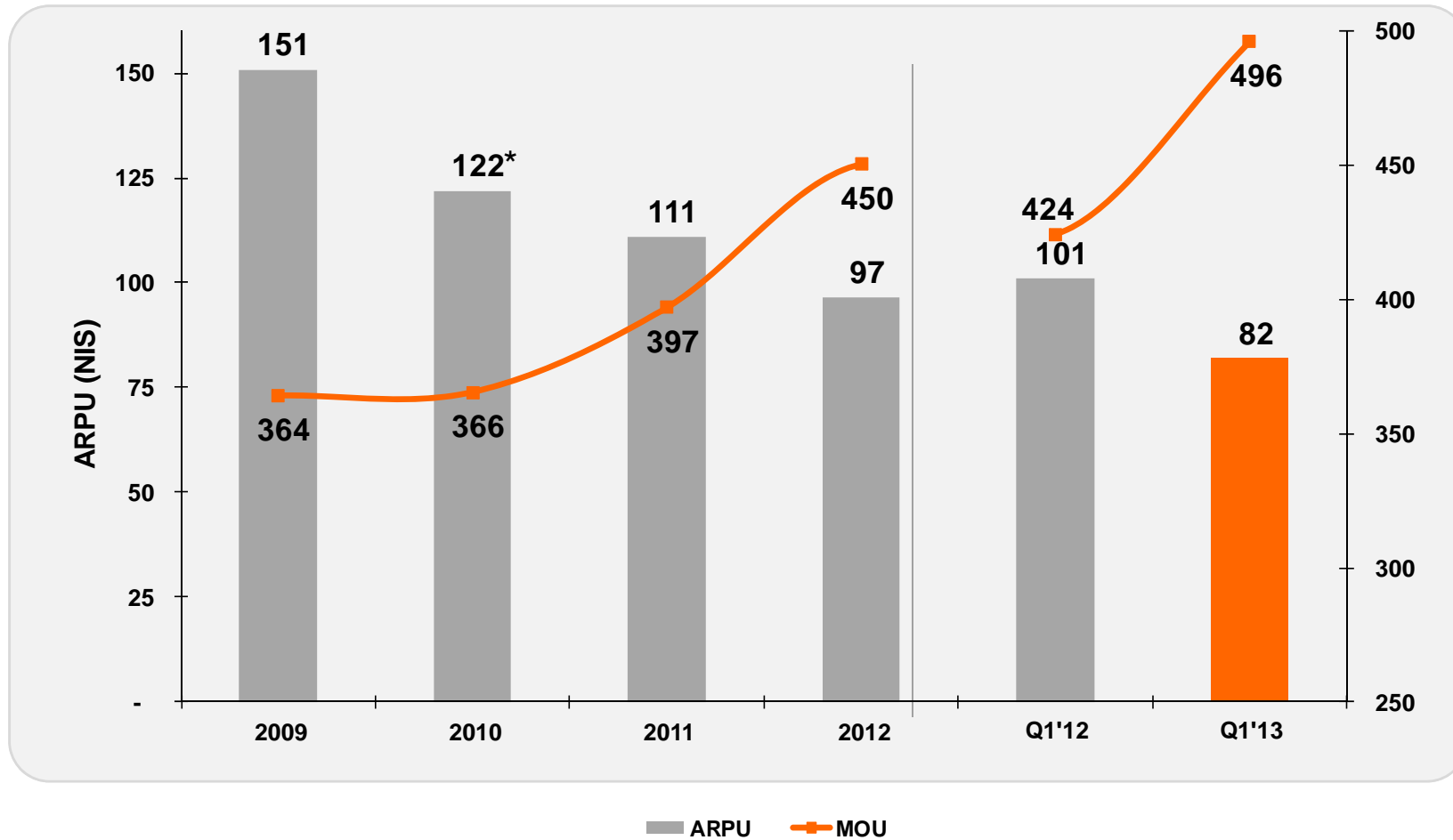


■ Post-paid ■ Pre-paid

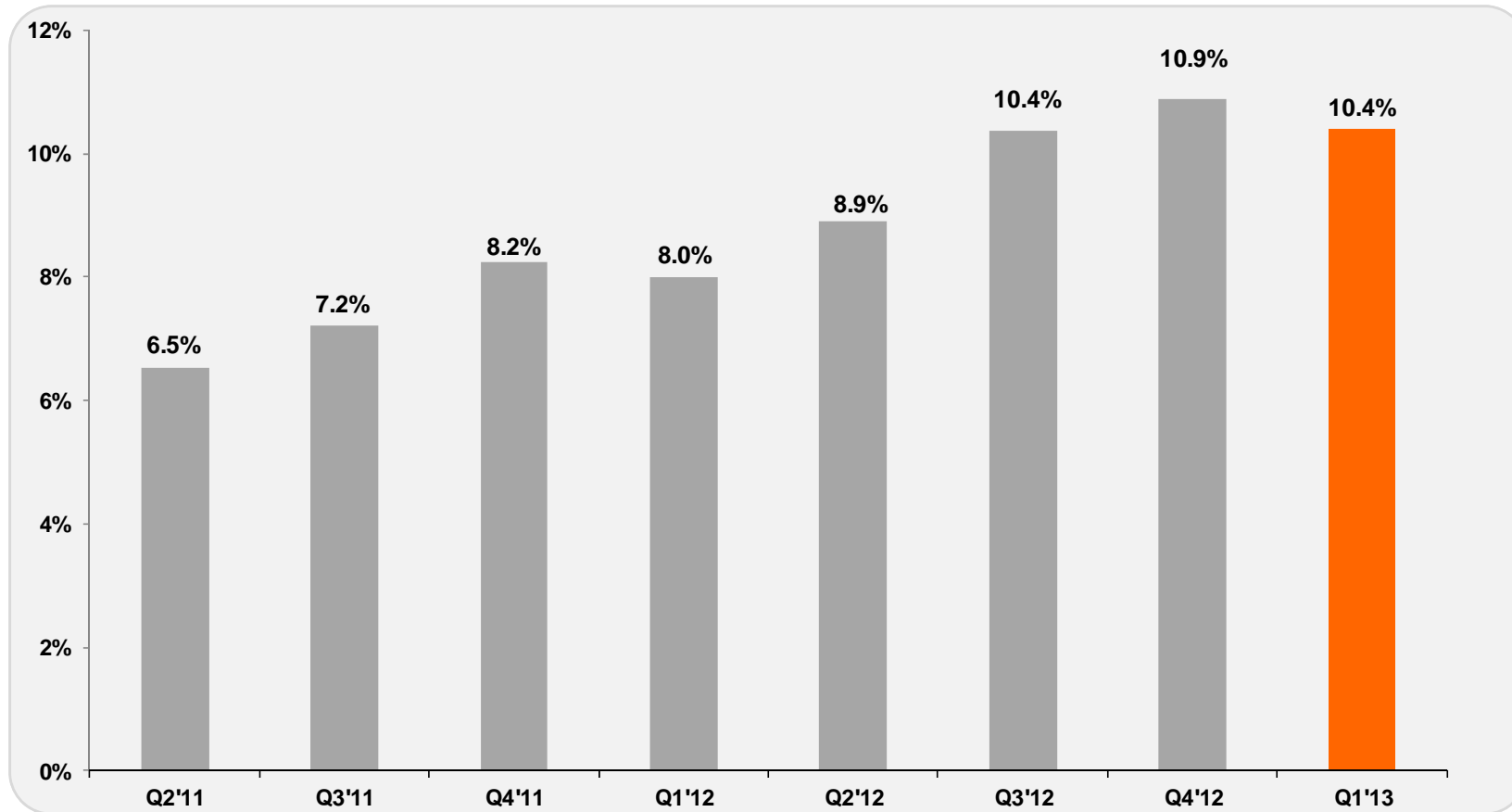
# Fixed Line Subscribers (In thousands)



# Cellular ARPU and MOU

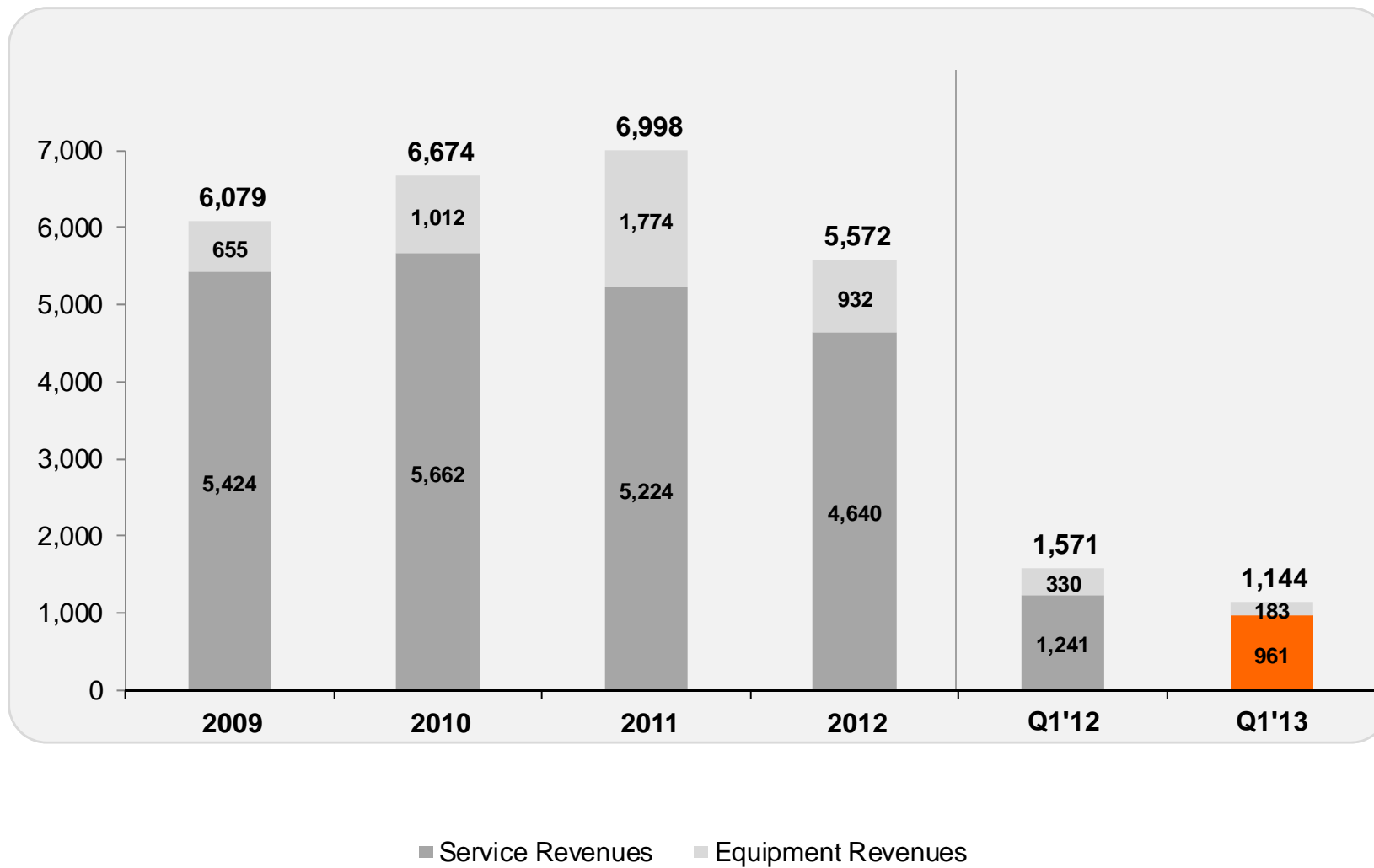


# Quarterly Cellular Churn Rate

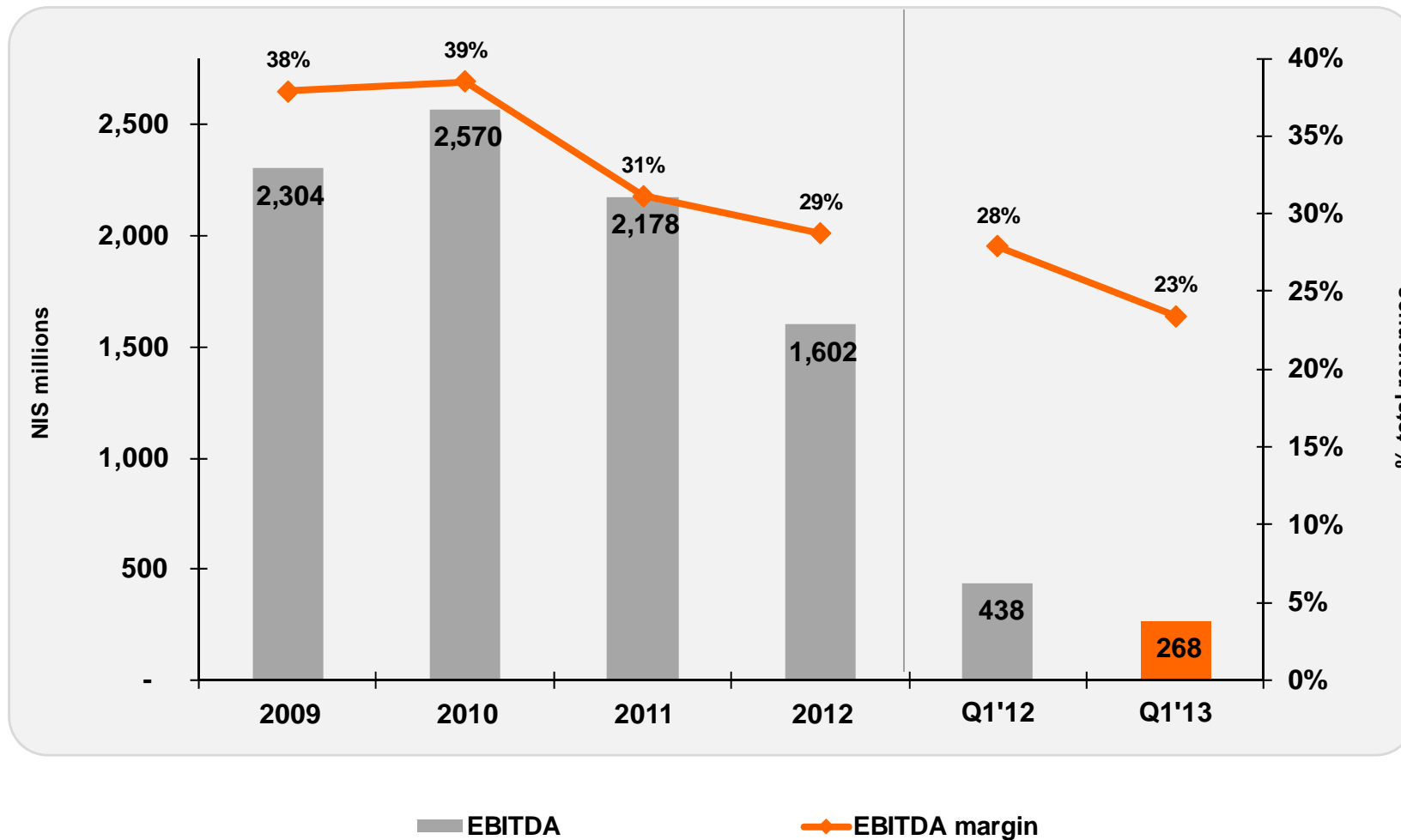




# Total Revenues (In million NIS)



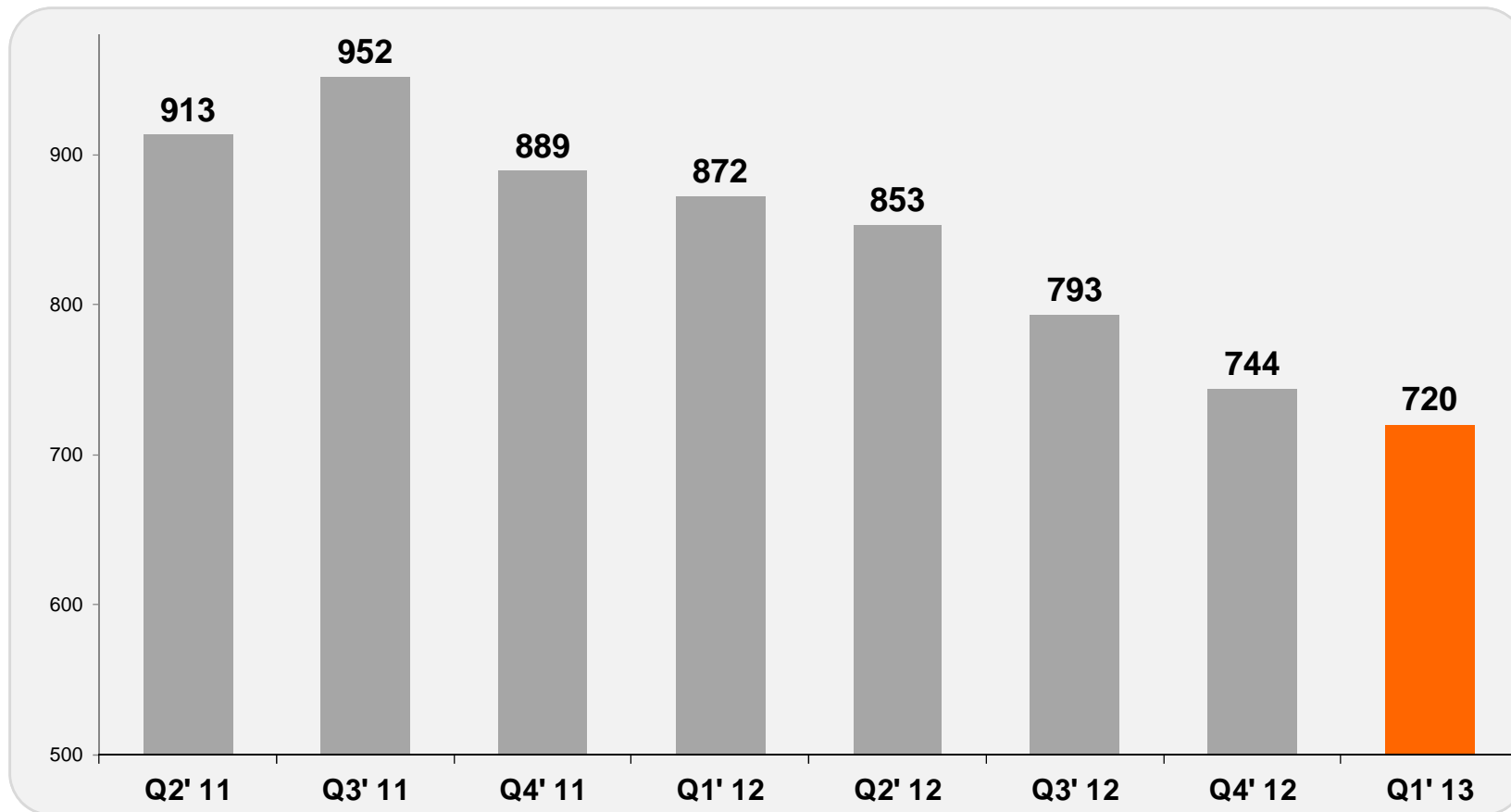
# EBITDA\* (In million NIS)



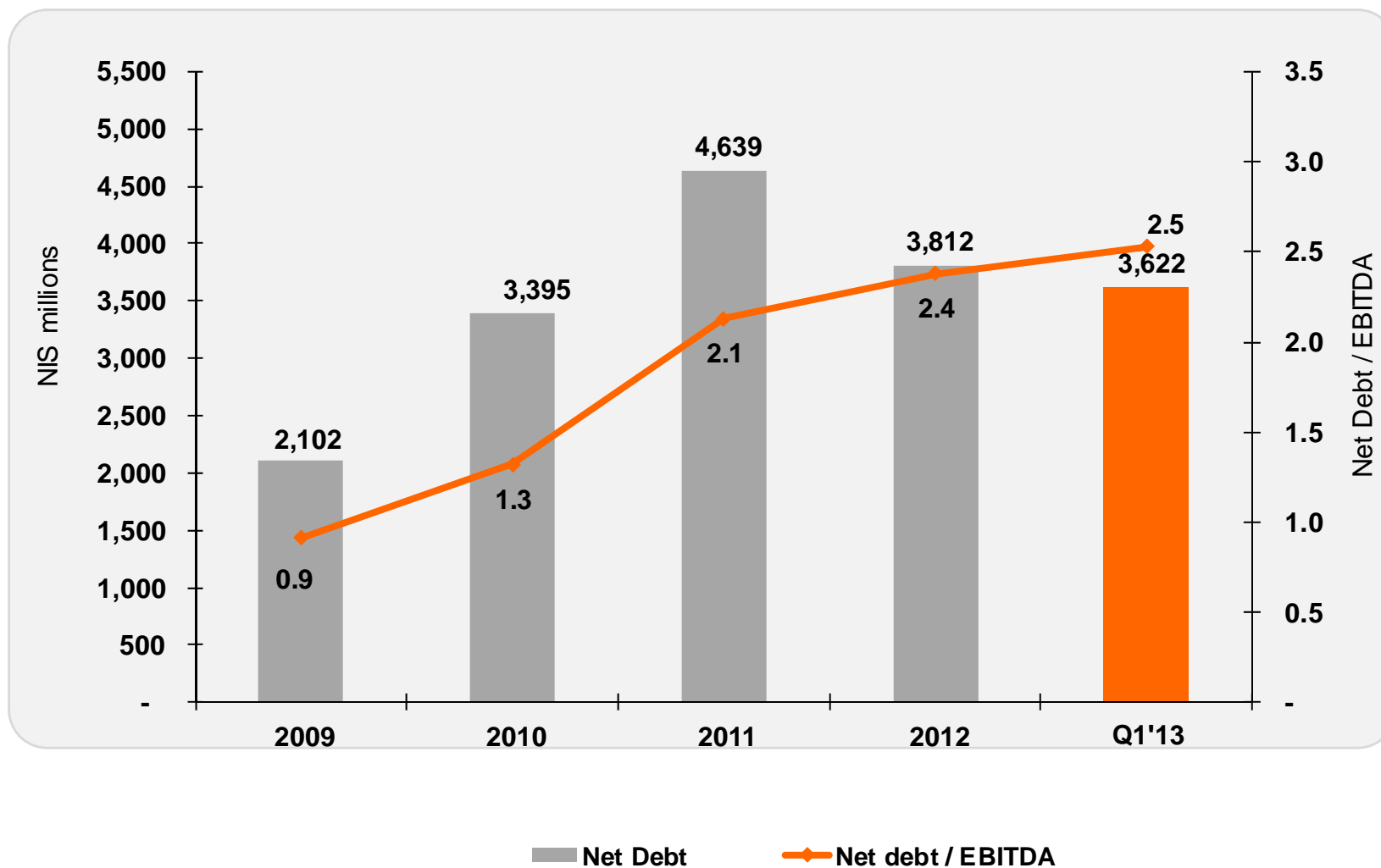
\* EBITDA represents earnings before interest (finance costs, net), taxes, depreciation, amortization (including amortization of intangible assets, deferred expenses-right of use, and share based compensation expenses) and impairment charges, as a measure of operating profit.



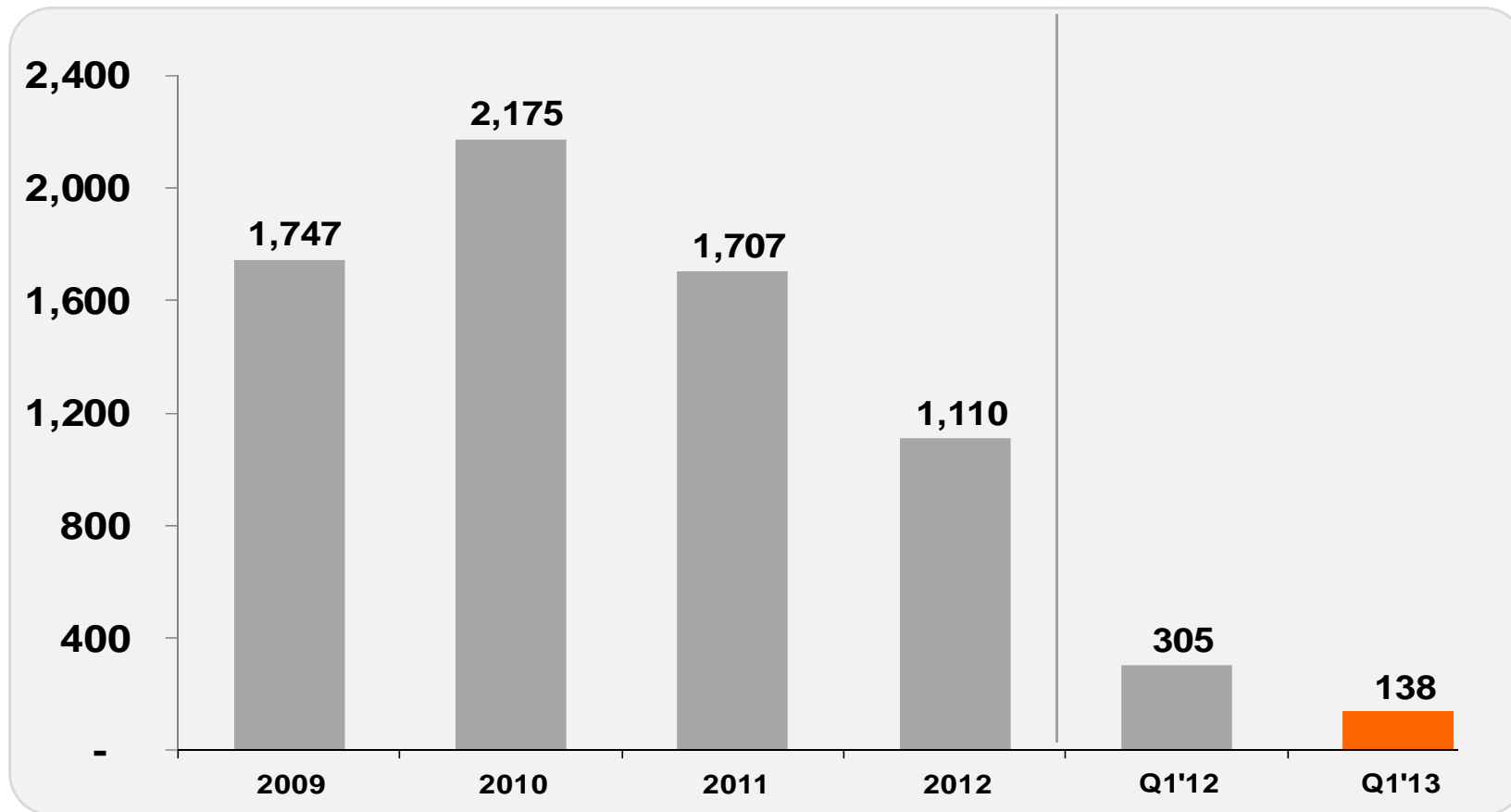
# OPEX (In million NIS)



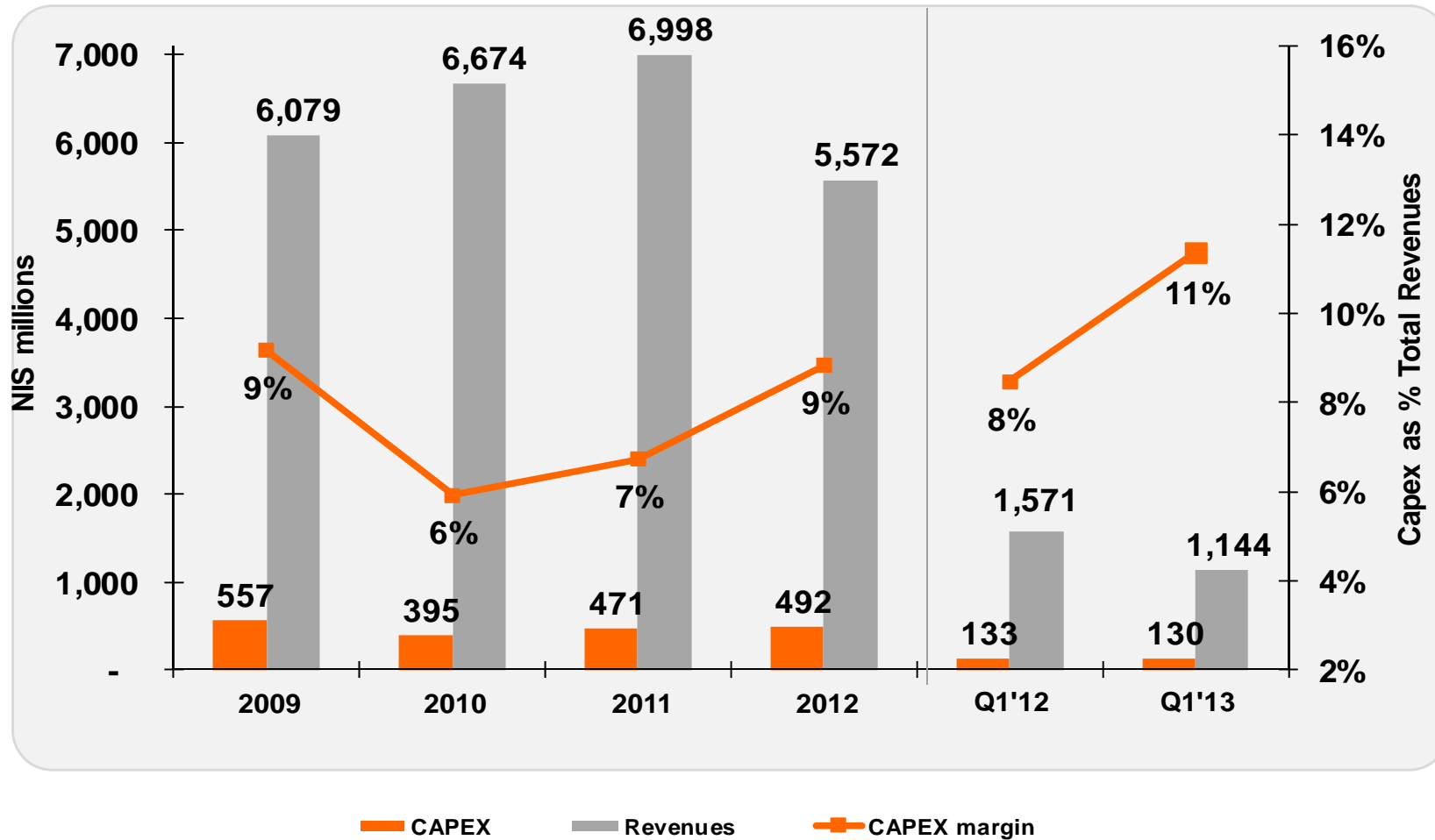
# Net Debt / EBITDA



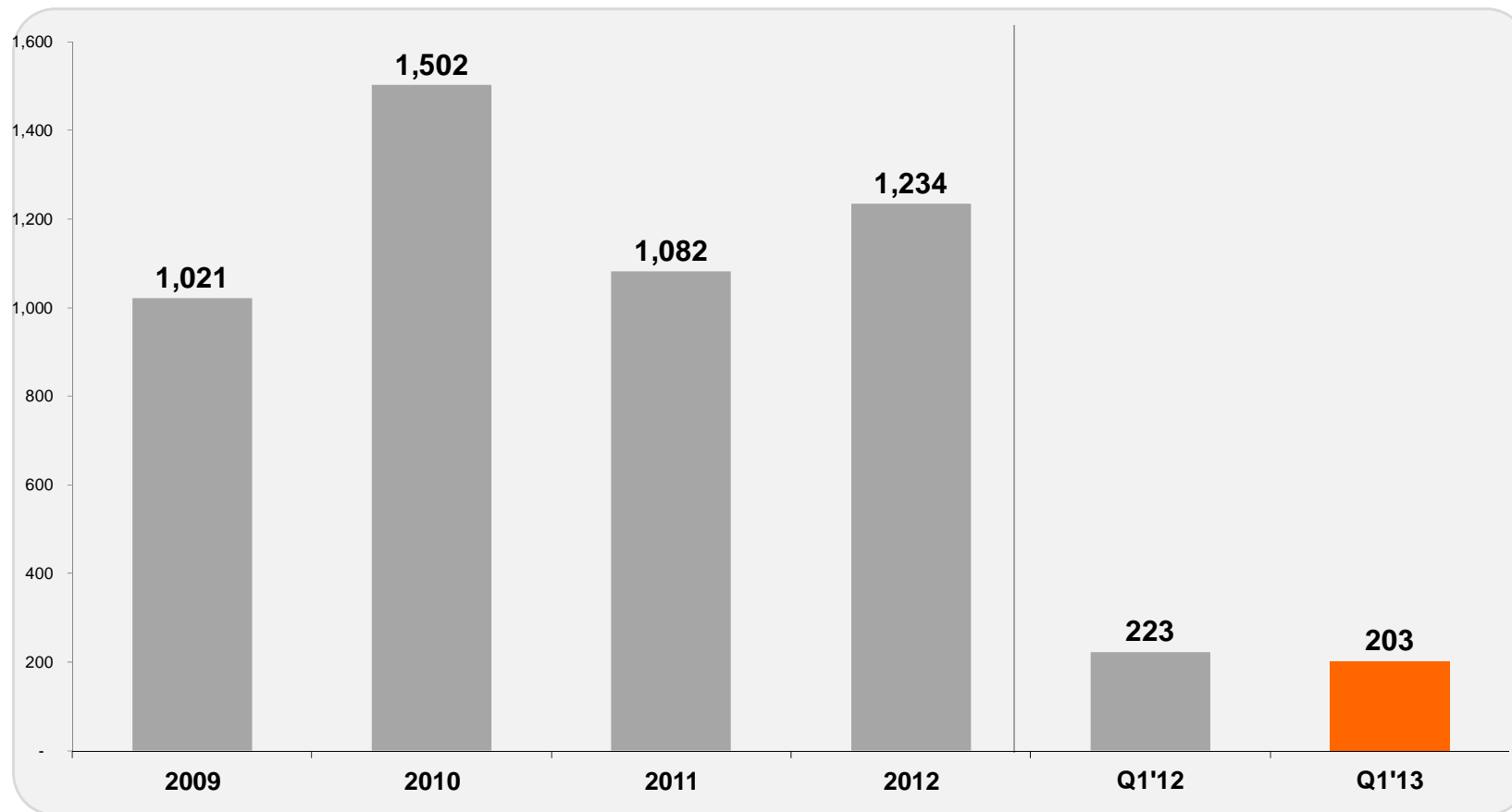
# EBITDA - CAPEX\* (In million NIS)



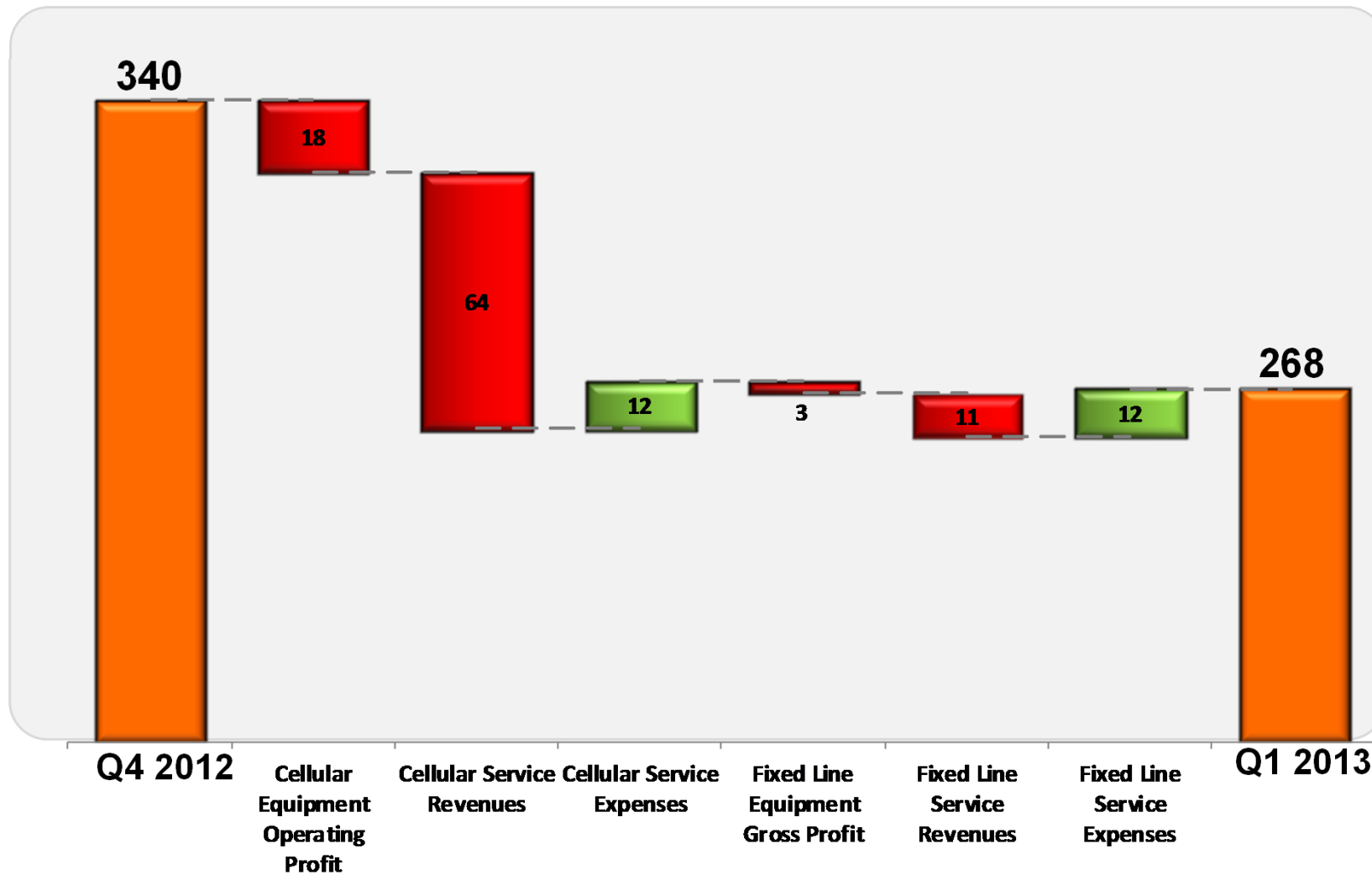
# CAPEX\* / Revenues



# Free Cash Flow (In million NIS)

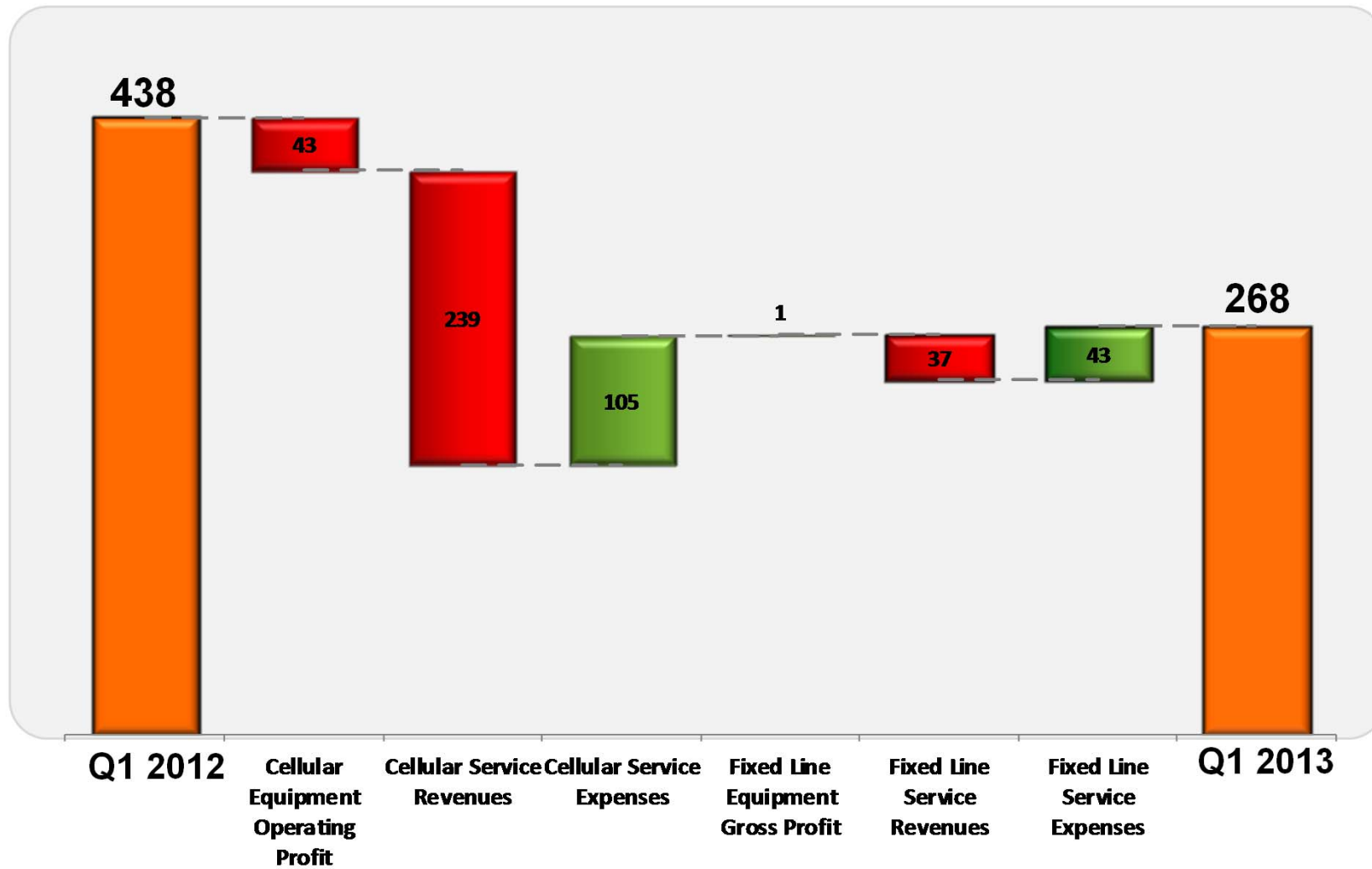


# EBITDA Evolution Q4'12-Q1'13 (In million NIS)





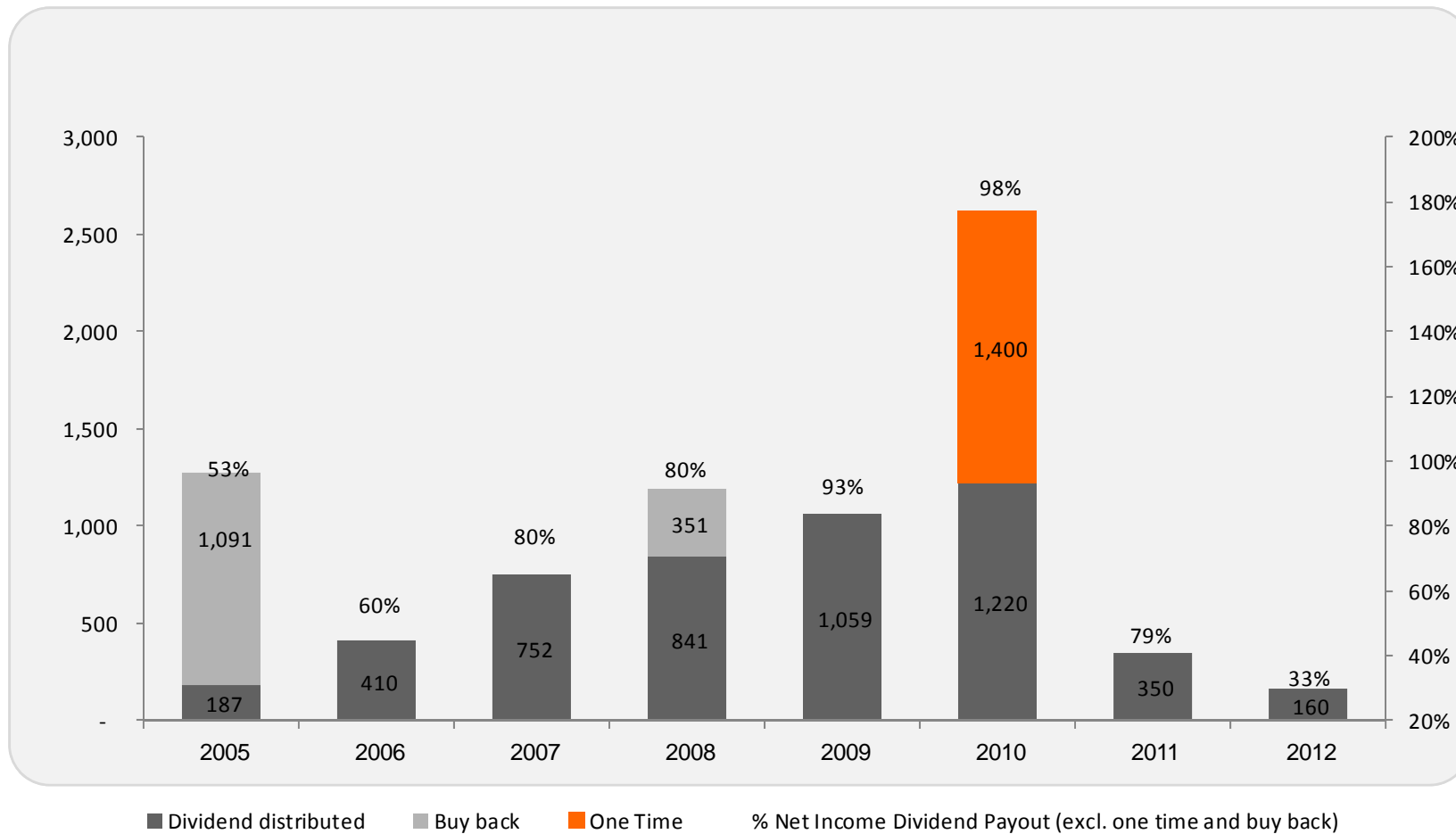
# EBITDA Evolution Q1'12-Q1'13 (In million NIS)



# Balance Sheet, March 31, 2013 (In million NIS)

<b>Assets</b>		<b>Liabilities and Equity</b>	
Cash and cash equivalents	739	Long term borrowings, current maturities	306
Trade receivables and other	1,426	Trade payables	869
Inventories	152	Other current liabilities	328
<b>Total Current Assets</b>	<b>2,317</b>	<b>Total Current Liabilities</b>	<b>1,503</b>
Trade receivables and other	580	Long term borrowings	4,055
Property and equipment	1,922	Other liabilities	91
Goodwill	407	<b>Total Long-term Liabilities</b>	<b>4,146</b>
Intangible assets	1,197		
<b>Total Long-term Assets</b>	<b>4,106</b>	Equity	<b>774</b>
<b>Total Assets</b>	<b>6,423</b>	<b>Total Liabilities and Equity</b>	<b>6,423</b>

# Dividend Distribution



## 4. Partner's Strategic Direction



# Our Strategy

## Customer centric strategy



- Excellence in customer experience
- Advanced quality service
- High level of customer service
- Customer value management

## Strong Branding



- Focused marketing strategy
- Focus on service, innovation & advanced technology

## Operational Excellence



- Integration with 012 Smile
- Realizing the full marketing and product potential
- Cost savings

## Growth in mobile broadband



- Capitalizing on the rapid increase in demand for ubiquitous mobile data services and devices

## Innovation and technological leadership



- Innovative products and services
- Commitment to network quality
- Preparing for 4G network

## In Summary- Why Partner

Advanced network

Customer centric  
Strategy

Strong Brand

Innovation

The future is bright. The future is Orange.

Ziv Leitman, CFO

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