

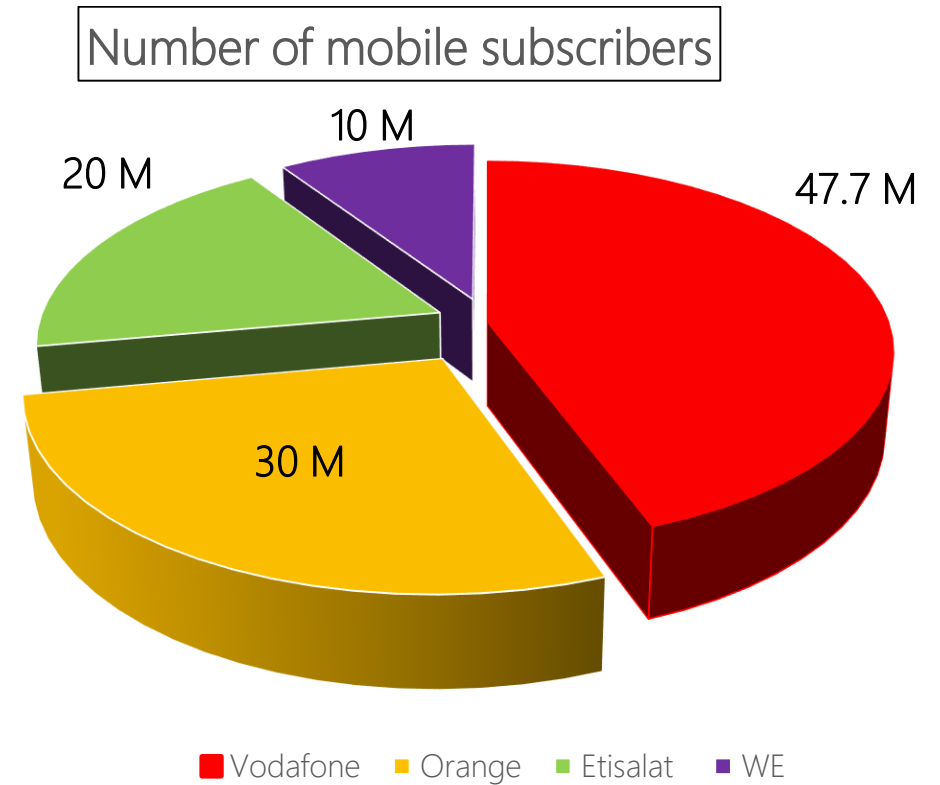


الجهاز القومي لتنظيم الاتصالات

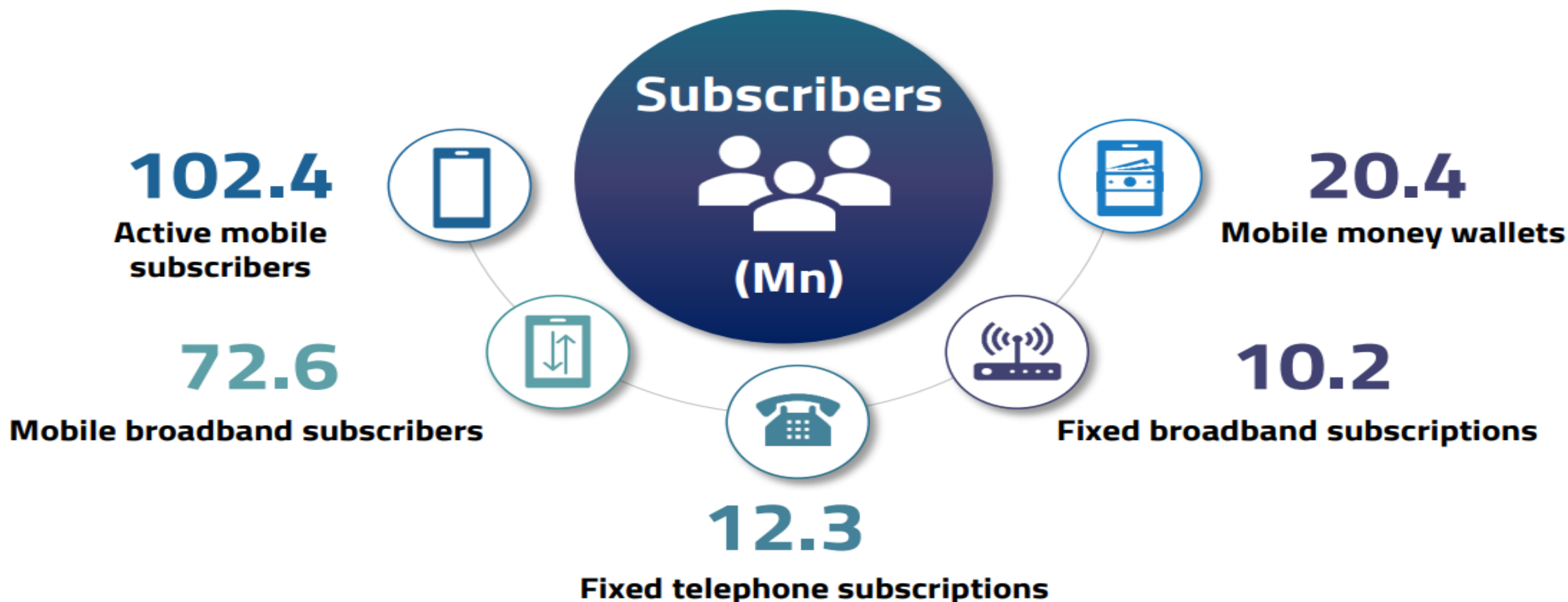
Numbering Structure and Pricing Strategies in Egypt

Telecommunication Market Overview

- Four mobile operators
- Three virtual fixed operators
- One fixed operator
- Twenty aggregators
- Two toll-free operators



Subscribers Indicators

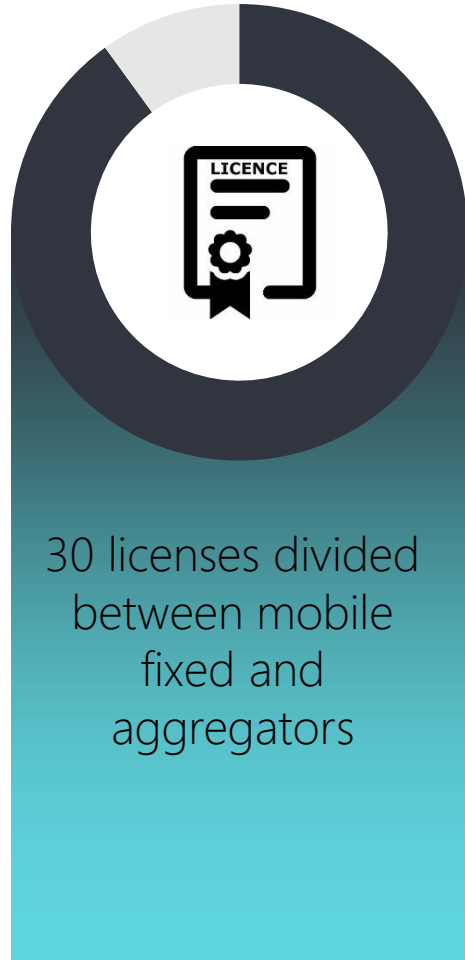


Numbering Structures in Egypt

- Mobile numbering length 11 digit, Non geographical numbers
- Fixed numbers 7-8 digit, geographical numbers
- Toll-free numbers 9 – 11 digit
- Premium numbers
- Short codes 3,4,5 and 6 digit
- New services

Regulatory Framework

Licenses



Numbering plan



Telecommunication Law



Numbering Pricing Strategies Overview

1- Market Demand

- Increased Demand: If there's a surge in demand for new numbers, NTRA might adjust prices to manage the allocation efficiently.
- Low Demand: Conversely, if certain areas or types of numbers are underutilized, prices might be lowered to encourage usage

2- Regulatory Changes

- Policy Updates: Changes in regulatory policies or frameworks might necessitate repricing to align with new guidelines and ensure compliance

3- Economic Factors

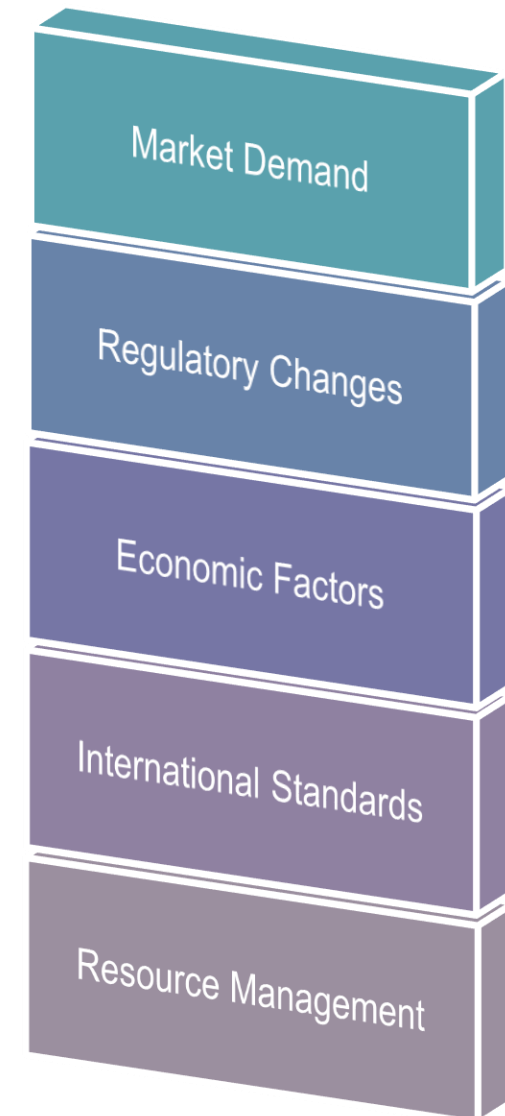
- Inflation and Currency Fluctuations: Economic conditions such as inflation or currency devaluation can impact operational costs, leading to adjustments in pricing.

4- International Standards

- Global Alignment: Repricing might be necessary to align with international standards and practices, ensuring compatibility and interoperability with global networks.

5- Resource Management

- Efficient Use of Numbers: Adjusting prices to prevent wastage of numbering resources and ensure their efficient use.



Numbering Pricing Strategies in Egypt



Economic Factors

Inflation



International standard

Numbering length



Regulatory Framework

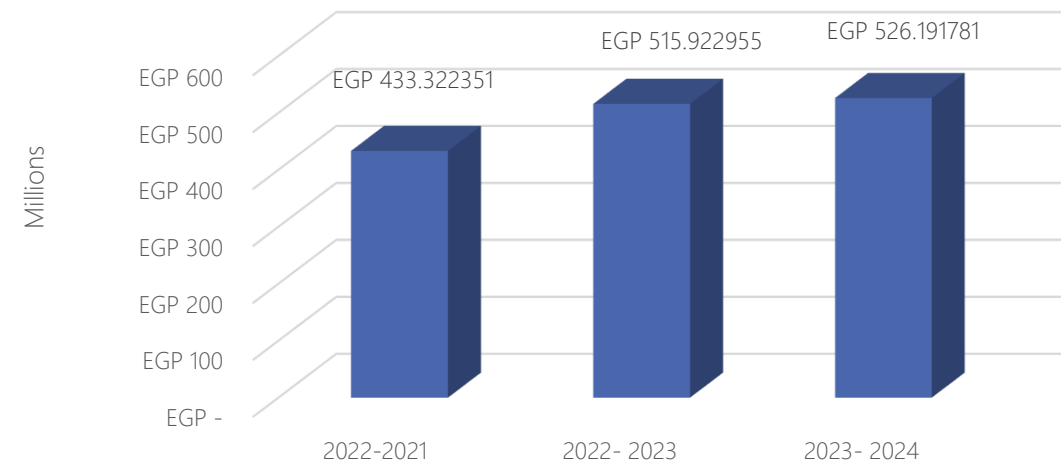
Licenses updates

INCOME PERCENTAGE

Numbering fees
increased by 60%
compared to 2020

60%

Numbering income



Numbering Pricing Strategies in Egypt

Purpose of Mechanisms

The allocation and payment mechanisms are essential to maintain fairness and efficiency in the numbering system.

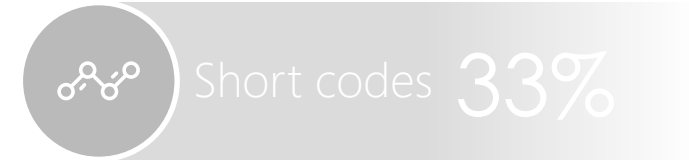
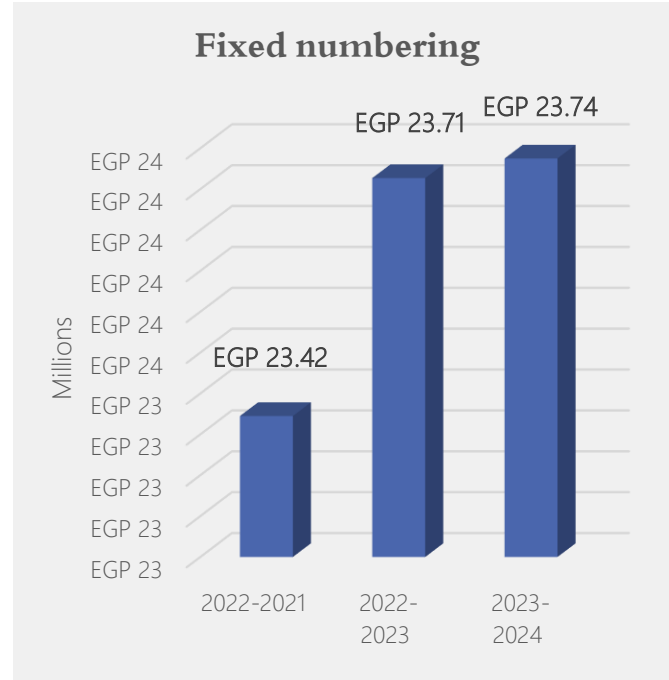
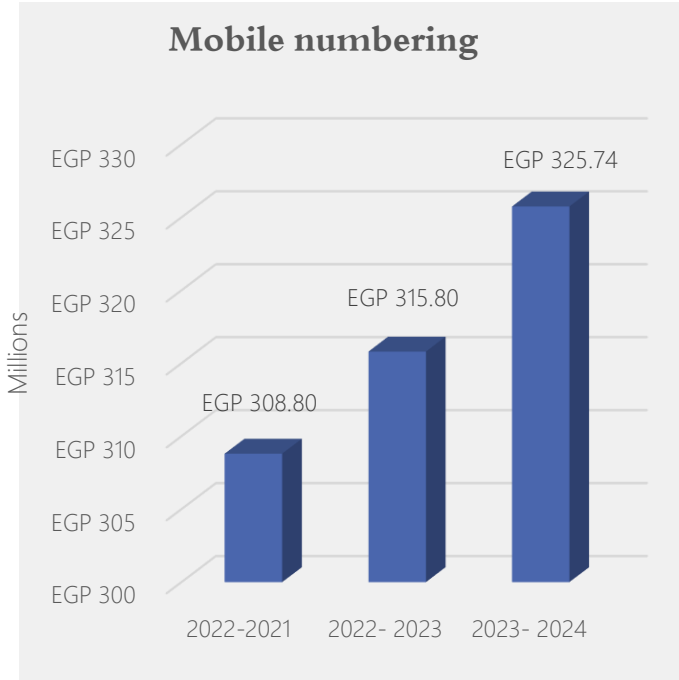
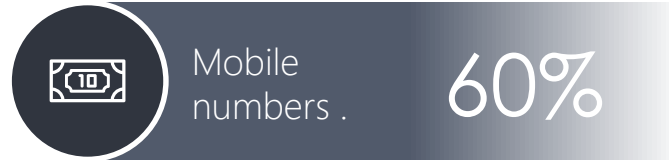
Allocation Process

Numbers are allocated immediately upon approval, with a requirement for prompt fee payment to ensure timely access to resources.

Annual Fees

Annual operational fees must be paid at the beginning of each calendar year, ensuring ongoing support for the system's operation.

Pricing Strategies in Egypt



Challenges and Opportunities

- Market Volatility
- Consumer price sensitivity
- Cost management
- Consumer trust
- Regulatory and compliance issues
- Technology and data management



THANK YOU