

**E. Oliver Capital Group**

**Roaming Revenue Enhancements**

**Cancun**

**May 15/16, 2007**



# EOCG

The EOCG / MIO group of companies encompasses the following geographic and communication areas:

- Antigua
- Aruba
- Bonaire
- British Virgin Islands
- Cayman Islands
- Curacao
- Saba
- St Barts
- St Eustatius
- St Kitts - Nevis
- St Martin
- Sint Maarten

*Plus four additional islands in Q3 2007*



## EOCG- Island stealth site



## SMALL SERVING CARRIER COMPLAINTS

- CDMA Tourists arrive with no handsets after years of being told the Caribbean and Latin America have no CDMA carriers.
- North Americans don't know how to make calls from non North American Dialing areas.
- North Americans travel without obtaining international dialing features for their handsets
- Home carriers' credit requirements for International Roaming authentication are excessive.

## A few remedies.....

- Home carriers can advertise CDMA availability - by country / service area to encourage travelers to carry their handsets on flights and cruises to Latin America
- Serving Carrier [MIO] can provide billboards and announcements of coverage.
- Serving carrier can provide “welcoming messages” when tourists register on the in-country switch
- Serving carrier can provide prompts to assist tourists place international calls from non North American dialing areas and allow for common misdials to be routed
- Sending carriers can make travelers aware of the need for International Calling feature activation.



## The dollar\$ and sense of it

- In MIO's Antilles markets the two largest sending carriers are losing over \$500,000 / month in calls that require International Dialing activation or the caller cannot perform a non North American call.
- Ship board phone services are siphoning off an increasing volume of CDMA calls.
- Roaming SMS and Data (EVDO) are now crucial; both will help augment roaming voice traffic.
- Every thwarted tourist caller represents 3.4 "lost" calls and 10 + billable minutes!
- Implementing a few remedies suggested on the previous slide have increased traffic 15%.....so far!



## “Ignorant Tourists” debarking in Sint Maarten



# Welcoming Billboard - Curacao



## Welcoming Billboard outside of Airport - Curacao

Welcome and happy roaming!

U.S.A. dial:  
**001 + phonenumber**

International calls dial:  
**00 + countrycode + number**

powered by **MIO** Available for CDMA Phones

**MIO**

# Tortola Advertising



## EOCG - Strategic Partnerships

- Verizon Wireless - 51.1M customers
- Sprint/Nextel - 45.3M customers
- Alltel - 10.8M customers

“Roaming partner agreements represent 90% of North American CDMA market”





make it yours