



National Contribution

Contribution to Gross Value Added

USD596 million
(0.5% of the nation's GDP)



Operational Direct GVA
USD226 million



Capital Investment
USD158 million



Operational Indirect and Induced GVA
USD211 million

Direct Employees

1,962
Staff

Total Employees



9%
Female



99.5%
Bangladesh Citizens

Total Jobs Supported

95,289
Jobs



Directly Employed **1,962**



Supported Indirectly - Operations **56,190**



Supported Indirectly - Capital Investment **37,137**

Capital and Operational Expenditure

USD730 million
in 2016



Capital Expenditure
USD254 million



Operational Expenditure
USD476 million

Every

USD1

Spent on Capex and Opex

translated to

USD1.0

GVA Contribution

Contributed

USD223 million in taxes in 2016

(0.9% of the total tax revenue of the Bangladesh Government)

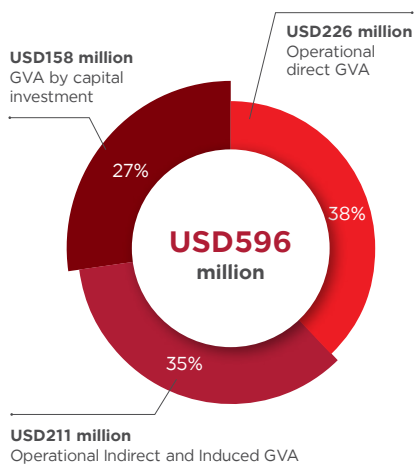
Robi Axiata Limited is the second largest mobile operator in Bangladesh with 33.8 million active subscribers. It provides the country's widest network coverage, covering 99% of the population with 2G and 3.5G sites. Robi has introduced many first-of-its-kind digital services in the country and has invested heavily in providing mobile financial services to underserved communities in rural and semi-urban areas.

Bangladesh has maintained an impressive growth track record over the past decade, posting annual growth rates of 6%. Poverty has dropped by nearly a third while key social indicators such as life expectancy, literacy and gender equality are steadily improving.

Bangladesh aspires to become a middle-income country by 2021, which will require the country to grow between 7.5% and 8% per annum. Connectivity continues to grow steadily following a late start with the internet coming to Bangladesh in 1996. Mobile subscriber rates remained strong between 2011 and 2016, although the rate is beginning to moderate because of market maturity and saturation.

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Figure 1: GVA contribution to the Bangladesh economy 2016



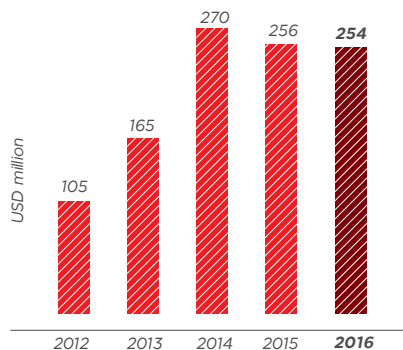
Economic and Financial Contributions

Robi contributed USD596 million in Gross Value Added (GVA) to the Bangladeshi economy in 2016 (see Figure 1). This comprised direct operational contributions of USD226 million, indirect operational contributions of USD211 million and capital investment contributions of USD158 million. The total GVA of USD596 million was derived from Robi's total opex and capex of USD476 and USD254 million respectively. Every USD1 spent by Robi in Bangladesh through its operations and capital investment contributed an equal amount in terms of GVA to the Bangladesh economy in 2016.

Investing and Innovating for the Long Term

Robi invested a total of USD1,050 million between 2012 and 2016. The OpCo's total investment of USD254 million in 2016 was marginally lower than the USD256 million invested in 2015 (see Figure 2). Robi aims to continue investing in the country to further improve service offerings and to ensure greater inclusivity among underserved community segments.

Figure 2: Total capital investment: 2012-2016



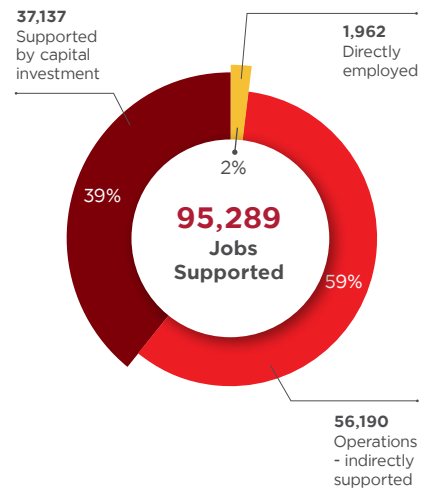
Contributions to Public Finance

Robi contributed USD223 million in taxes to the Bangladesh Government, accounting for 0.9% of the country's total tax revenue. Robi's tax commitments in Bangladesh include direct taxes such as corporate and withholding tax, as well as indirect taxes such as value-added tax and licensing fees.

Talent Development

Robi provided 1,962 direct jobs in 2016 of which 99.5% of employees were Bangladeshi citizens (see Figure 3). About 9% of Robi employees were women. During the year, Robi engaged 61 new graduates, apprentices and interns as part of its goal to provide young people with specialist skills required in the digital economy. Robi's operations also indirectly supported an additional 56,000 jobs. Its capital investments, meanwhile, supported 37,000 jobs.

Figure 3: Total employment impact 2016



Note: As a % of total GVA contribution; Numbers may not balance due to rounding

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In Support of the National Agenda

Agriculture and Women's Employment, identified as priorities under the Bangladesh Government's National Agenda, are areas that stand to benefit significantly from the growth of mobile connectivity and the use of digital technology. These areas represent opportunities for Robi to play a role in advancing Bangladesh's national goals and to contribute to society. The following section provides an overview of these national priorities and Robi's contribution towards them.

Agriculture

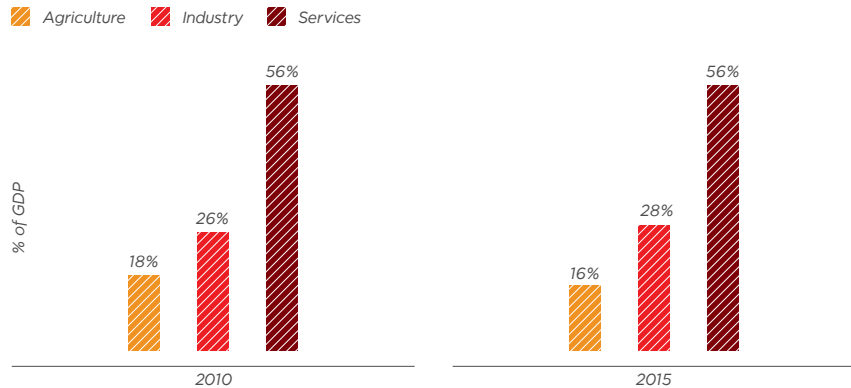
Growth of the agriculture sector is a priority in the Seventh Five Year Plan 2016-2020 for Bangladesh. Promoting the effective use of ICT in agriculture is one of the major objectives of the Seventh Five Year Plan, as prioritised by the Ministry of Agriculture. Robi launched "Mobile Krishe" to promote modernised farming and enable farmers to achieve sustainable high yield on their crops.

Agriculture reduces poverty and increases rural incomes

In 2015, agriculture contributed to 15.6% of GDP and employed 50% of the labour force. The sector helped reduce Bangladesh's poverty levels from 48.9% in 2000 to 31.5% by 2010, with over 87% of the rural population deriving a portion of their income from agriculture (see Figure 4). Two-thirds of rural households rely on both farm and non-farm incomes. A 10% increase in farm incomes generates a 6% increase in non-farm incomes through economy-wide forward and backward linkages.

Since 1995, the sector has had one of the fastest rates of productivity growths in the world, averaging 2.7% per year, second only to China, and reaching a high of 5% in recent years.

Figure 4: GDP contribution by sector



Source: Seventh Five Year Plan FY2016-FY2020, Planning Commission of Bangladesh

ICT increases productivity of agriculture

ICT is being considered as a tool to expedite credit delivery to farmers by paying Government subsidies directly through mobile money. It is also being used as a platform to disseminate important agricultural information to farmers.

A key challenge that must be overcome is making technology available and accessible to rural Bangladeshis, especially for farmers given their low rate of literacy. Services that are available include:

- weather forecasting
- production and cultivation advice
- disease and insect information through e-Krishok provided by civil society organisations
- up-to-date price information

"Mobile Krishe", a fertiliser recommendation software, has been implemented as a collaboration between Robi and Grameen Intel Social Business Ltd. This initiative aims to help farmers achieve high yields from their crops sustainably through the application of this mAgriculture-based modern farming method.

Women's Employment

The Seventh Five Year Plan 2016-2020 highlights women's employment as a strategic goal. Bangladesh projects that it is able to increase its GDP growth by 1.6% if female labour participation increases from 33.7% to 82.0%, a figure on par with the male labour participation rate. ICT enables women to access information related to development opportunities and services, learning and networking, and has an important role in outsourcing business opportunities at different stages of the value chain.

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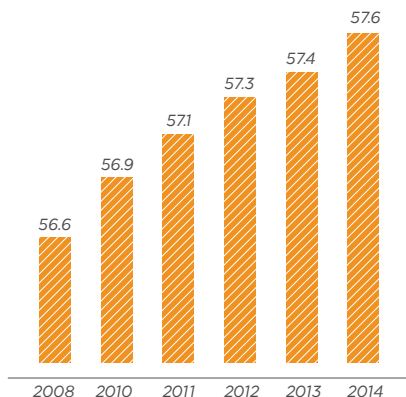
Women's employment - the engine of the Bangladesh economy

The National Women Development Policy was ratified in 2011 to create a national vision for social, legal and economic empowerment of women.

Economic empowerment of women is still at low levels and Bangladesh is ranked 135 out of 147 countries for economic participation by the Gender Gap Report of the World Economic Forum 2016. According to the World Bank's World Development Indicators, Bangladesh has a 57.6% female labour force participation rate compared to a world average of 50.3% (see Figure 5).

The Bangladesh Development Update noted that if Bangladesh wants to reach middle-income status by 2021, the country will have to add more women to the workforce.

Figure 5: Female labour force participation rate (%)



Source: The World Bank

ICT helps empower women across different sectors

Case studies in Africa and Asia have proven that mobile phones can be effective in helping women become more efficient and generate greater income. The number of women entrepreneurs has grown in these areas following the implementation of m-money services while women in other locales have started using ICT to build new networks.

The number of women involved in small- and micro-enterprises is increasing in Bangladesh. For women entrepreneurs, ICT serves as an effective learning and networking tool as well as for outsourcing business opportunities in different stages of the value chain.

SME Foundation Bangladesh, an autonomous organisation that facilitates the development of SMEs with a focus on women entrepreneurs, provides regular training programmes to prepare women-led SMEs in ICT adoption.

In collaboration with the GSMA mWomen Innovation Fund, Robi aims to create a mobile learning service to improve employability for rural adolescent girls. The service offers mobile platforms to deliver English lessons through voice and SMS to help users become more employable in major industries such as garment manufacturing. Robi also launched the Digital Smart Buses project, using six buses to provide basic ICT training to 240,000 young and talented women across 64 districts of the country.

Introduction

Beyond Short-Term Profits

Nurturing People

Process Excellence & Governance

Planet & Society

Our Associates