

Datafile of Latin America Telecommunications

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Amazônia Celular

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Brazil

Telaima Celular 86.91%

Telamazon Celular 80.26%

Teleamapá Celular 90.64%

Telepará Celular 69.04%

Telma Celular 66.79%

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Operational overview

Amazônia Celular is the brand name under which Tele Norte Celular provides mobile services in Brazil's five most northerly states: Amapá, Amazonas, Maranhao, Pará and Roraima. Amazônia is the region's A-band licensee and competes with digital B-band operator Norte Brasil Telecom. It is majority owned by Telpart Participações, a consortium which includes Canada's Telesystem International Wireless (TIW), Opportunity Bank of Brazil and five local pension funds. Telpart also controls the Minas Gerais mobile licensee Telemig Celular.

Amazônia Celular operates through five cellular subsidiaries giving it access to a potential market of 14 million. It has seen considerable growth during the course of 2000, adding almost 80,000 subscribers in the second quarter alone to take its total to 465,920 by the end of June. The company says that the increase was for the most part stimulated by the introduction of pre-paid services in 1999; by the end of June 2000 Amazônia reported 205,447 pre-paid subscribers, 44% of the total. The company planned to have reached half a million customers by the end of September, although by mid-October figures had not been made available.

Amazônia Celular's analogue AMPS networks cover more than 70 cities in its concession area. It is in the process of digitalising its network, having launched TDMA-based services in 1999. By the end of the year its digital services covered around half of its franchise area including all main metropolitan centres.

At the end of February 2000 the company announced the launch of wireless internet services in conjunction with StarMedia of the US.

Financial highlights

BRL thousand	12/1997	+/- (%)	12/1998	+/- (%)	12/1999
Services provided to third parties	175,833	18%	206,629	33%	275,323
Services provided to related parties	43,483	-40%	25,926	-100%	0
Sales of handsets	0	-	0	-	33,523
Revenues	219,316	6%	232,555	33%	308,846
Revenues (USDm)	123	6%	130	33%	173
Income before tax	118,015	-49%	59,982	-39%	36,300
Net income	-	-	31,532	-39%	19,383
Profit margin	-	-	13.56%	-	6.28%
Employees at year end	-	-	490	57%	770

Operational highlights

	12/1997	+/- (%)	12/1998	+/- (%)	12/1999
Cellular subscribers	207,769	5%	218,600	57%	343,600
Cellular subscribers - pre-paid	0	-	0	-	78,000

Subsidiaries

Stake	Company	Operations
90.64%	Teleamapá Celular	Operator of an AMPS mobile network in the Brazilian state of Amapá.
86.91%	Telaima Celular	Operator of an AMPS mobile network in the Brazilian state of Roraima.
80.26%	Telamazon Celular	Operator of an AMPS mobile network in the Brazilian state of Amazonas.
69.04%	Telepará Celular	Operator of an AMPS mobile network in the Brazilian state of Pará.
66.79%	Telma Celular	Operator of an AMPS mobile network in the Brazilian state of Maranhao.

Ownership

Telpart Participações 51.80%

Distributed share ownership 48.20%

Addresses and contacts

Amazônia Celular

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Marco Kaiser, President & CEO
Marcos Aurélio Lopes de Oliveira, Executive Director

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