HRVATSKI TELEKOM CAPITAL MARKETS DAY

11 NOVEMBER 2016



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CMD 2016 AGENDA GROUP BUSINESS DEVELOPMENT; FOCUS ON INNOVATION AND POTENTIAL IN B2B SEGMENT

11.00-11.20	Davor Tomašković, CEO Strategic introduction
11.20-11.40	Josef Thürriegl, CFO Financials
11.40-12.10	Saša Kramar, COO Business Business development and innovations in B2B
12.10-12.30	Nataša Rapaić, COO Residential Business development
12.30-12.40	Davor Tomašković, CEO Wrap up and strategic direction
12.40-13.00	Q&A session
13.00-14.00	Informal lunch

HT CAPITAL MARKETS DAY STRATEGIC INTRODUCTION



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OVERALL POSITIONING

DELIVERY ON STRATEGIC PRIORITIES OUTLINED THREE YEARS AGO



ACHIEVEMENTS – OVERALL MARKET RESULTS

WE CONTINUE TO SUCCESSFULLY MAINTAIN LEADING MARKET POSITION ACROSS ALL SEGMENTS





TECHNOLOGY LEADERSHIP

HT EMBRACES NEW NETWORK AND OPERATING MODEL BASED ON STATE-OF-THE-ART BROADBAND, CLOUD AND IT TECHNOLOGIES



FOCUS AREAS: NETWORK QUALITY, PERFORMANCE AND TIME TO MARKET

TECHNOLOGY LEADERSHIP

HT PROVIDES MARKET LEADING BROADBAND EXPERIENCE ACROSS MOBILE AND FIXED NETWORKS

Main drivers



Expanding Mobile and Fixed broadband coverage and Internet access speed

- Smart investment in optimal technology mix
- Application of **innovative technologies**:
 - Fiber rollout to futureproof technology
 - Maximize copper network speeds (G.Fast/VDSL Vectoring / Hybrid Access)
 - Boost mobile broadband capacity and performance with advanced 4G functionalities (MIMO&Carrier Aggregation)



Achievements

- 4G population coverage reached 98% with introduction of market-leading Internet access speed of 262.5 Mbps
- 50+% of Customer Base on fixed access speeds higher than 30 Mbps
- Internet access speed increased 2-5x for 180.000 fixed broadband customers



ROAMING

PRICE ELASTICITY OF DEMAND AND OVERALL TRENDS IN DATA USAGE RESULT IN CURRENT AND EXPECTED ROAMING REVENUE RESILIENCE



REGULATORY LEGAL OBLIGATIONS

IMPOSED REGULATORY COSTS EXPLODED IN 2016 TO NEARLY 25% OF TOTAL CAPEX; IMPACT HT'S OVERALL INVESTMENT POTENTIAL



- Most of RLO relate to ECI (Electronic Communications Infrastructure) right of way / servitude costs
- HT requested to pay fees disproportionate to the value of ECI and not supportive to private infrastructure investments
- Local authorities have seen opportunity to compensate for lost revenues from latest tax reform
- HT aims for non-discriminatory treatment and reasonable and sustainable level of imposed fees
- In parallel HT is in the process of ECI documenting (geodetic surveying, preparing elaborates...) and continues to obtain building permits for its network

HT CAPITAL MARKETS DAY FINANCIALS



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MAIN FINANCIAL KPIs

STABLE FINANCIAL PERFORMANCE WITH EBITDA MARGIN OF 40.7%



REVENUE DEVELOPMENT

HT SUCCESFULLY KEEPS PROFITABILITY MARGIN STABLE IN SPITE OF CHANGE IN REVENUE STRUCTURE













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COST MANAGEMENT

FURTHER CONTINUATION OF CONSCIOUS COST MANAGEMENT AND OPERATIONAL EFFICIENCY IS SUPPORTING THIS TREND

INDIRECT COST DECLINING YOY...



COST MANAGEMENT

MAIN LEVERS FOR INCREASING COST EFFICIENCY

Procurement levers



- 2 Advanced spend management
- 3 E-auction
- 4 Group negotiations

Target costing

- **1** Cost optimization
- 2 Revenue assurance
- 3 End-to-end process optimization and redesign

Smart investments

- Prioritization of investments with highest value
- 2 Modernization and digitalization
- **3** IT transformation

BOOSTING FINANCIAL BENEFITS



Process optimization

- Simplifying customer facing and internal processes
- 2 Redesigning business process landscape

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QUARTERLY DEVELOPMENT

HT IS ON PATH BACK TO GROWTH AND PROFITABILITY IN SPITE OF SEASONAL EFFECTS



- Q3 profitability increased as a result of:
 - Lower share of low margin business (ICT and handset sale)
 - Higher share of wholesale revenue (visitors)
- Q4 profitability expected around 40% due to:
 - Lack of seasonal visitor effect
 - Increased volume of low margin business
 - Contribution of transformation activities



HT CAPITAL MARKETS DAY BUSINESS SEGMENT



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HT GROUP IS THE LEADING TELCO/ICT PROVIDER IN THE B2B SEGMENT



BUSINESS SEGMENT REVENUE IS FULLY STABILIZED



1

 Mobile revenue development driven by regulation in wholesale; retail part stable despite roaming regulation

System solutions

- Fixed revenue shows significant slow down of decline in both retail and wholesale
- System solution revenue year to date Jan-Sep was driven by seasonality effects and deferral of public sector projects, YE outlook is broadly at 2015 level
- Growth in miscellaneous energy business over 200% (from 14 million to 50 million)
- Growth of EBITDA contribution due to successful management of costs

MOBILE BUSINESS STABILITY ACHIEVED THROUGH GROWTH OF CUSTOMER BASE AND VALUE MANAGEMENT



- Customer base in Mobile is constantly growing in both Postpaid and Prepaid (M2M)
- ARPU development is impacted by roaming regulation but we are slowing down decline by managing value of our customer base
- Mobile data usage is driven by growth of smartphone penetration and 4G coverage

1

FIXED BUSINESS SHOWS IMPROVEMENT IN ALL KPIS DRIVING SIGNIFICANT SLOW DOWN OF REVENUE DECLINE



- Customer base decline is slowing down with customer using more and more convergent offers we expect this will be even more frequent with M1
- ARPU decline has been fully stabilized with migrating customers to bundles and non usage dependent portfolio

1

NEW BUSINESS, SYSTEM SOLUTION & ENERGY, ARE SIGNIFICANTLY GROWING IN B2B



- Growth of Cloud services penetration in VSE/SME through Magenta 1 push
- Significant increase of customer base with HT Energy, Telco and ICT services

1

* Number of accounts (companies) ** Points of delivery

WE ARE POSITIONED AS INTEGRATED PROVIDER WITH PREMIUM SERVICE QUALITY



2

INNOVATION IS BACK IN FIXED WITH SMART PACKAGES



INNOVATION COMPONENTS

- 4G Backup ensures business continuity ("always on")
- HT Business connect brings mobility to the Fixed line ("never miss a call")
- Internet security protects customers' Internet access from potential threats
- Business flexibility, our new platform enables firms to add more lines on a click as their operations grow over time

2

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² WE HAVE INCREASED OUR FOCUS ON CUSTOMER NEEDS WITH NAJBOLJE TARIFFS



INNOVATION COMPONENTS

- Cloud storage Up to 1TB of Cloud Storage for B2B customers to store and share their documents and files
- Lookout Mobile Security application for defending customers' smartphone from all potential threat
- 4G on all tariffs best 4G network experience on all tariffs.
- VAS services without fee additional service like Music and TV included in tariffs



Μ

CLOUD SERVICES DIFFERENTIATE US AS PREMIUM PROVIDER FOR BUSINESS CUSTOMERS IN CROATIA



- HT is telecom with largest ICT portfolio enabling unique positioning and premium pricing power in the market
- Strong pipeline of new unique services via DT group members (Silicon Valley, Tel Aviv hubs)
- Unique skills and resources in Croatia (HT & Combis experts, CAPEX capabilities and attractive customer base)

2

MAGENTA ONE WAS BORN IN 2016

2

UNIQUE CUSTOMER EXPERIENCE & UNIQUE OFFER



OUR INNOVATIVE SOLUTIONS WILL ENABLE US TO MAINTAIN MARKET LEADING POSITION



3

2 3

IOT IS HT'S STRATEGIC FUTURE INVESTMENT AS A BLUE OCEAN DRIVER IN TELCO BUSINESS ENVIRONMENT

- Global IoT revenues to reach EUR 772 billion by 2020 with dominance of fleet & freight management solutions
- HT's IoT/M2M Vision foresees significant growth by 2020
- IoT/M2M market in Croatia with promising growth and addressable potential (HT enters new value chains and revenue streams beyond Telco core business)

TRENDS

- Narrow-Band IoT (NB-IoT) is a technology standardized by the 3GPP standards body
- Croatian Telekom is one of the first operators in Europe to pilot this technology



GAME CHANGERS

- NB-IoT radio technology specially designed for the Internet of Things (IoT)
- M2M platform (Connectivity management)
- IoT platform
- Big Data platform

HT DEVELOPED STRONG BIG DATA COMPETENCIES ON INTERNAL AND EXTERNAL PROJECTS

- Successful deployments in Tourism, Smart City, Health, Geo marketing, Banking & internal recommendation engine
- Basis of solution is internally developed TRUST center for data anonymization (legal prerequisite)
- Big growth expected in following years with variety of use cases

HUSKY

- Combis solution based on open-source technologies
- Multipurpose platform can handle any type of data and perform calculations, enables customers to safely monetize a large amounts of data
- First Data smart ATM positioning
- LTE network smart positioning of LTE upgrade of base stations

TV BEAT

- TV analytics solution enables viewing behavior on any TV platform or any user device to be measured and monetized
- Data sales to advertisers and content providers
- High granularity data and analysis on the census level in a very easy readable visualization way on the web dashboard
- SaaS based, big data platform works across any pay TV platform, including cable, satellite, VOD and OTT, as well as IPTV

KUPON 2 GO

- B2B2C solution providing push notification or SMS notifications to potential customers of HT business users
- Providing discounts or vouchers to end users of HT business customers
- Unique service for geomarketing based on customer location and preferences

2 3

HT IS PROVIDING COMPLETE PORTFOLIO OF SMART SOLUTIONS FOR B2B SEGMENT

SMART SOLUTIONS



- Leading provider of smart solutions in Croatia and the region
- Complete portfolio of smart city and smart working solutions
- Experience and proven cases (smart city solutions for Dubrovnik city, Koprivnica city, and island Krk)
- Wide partner network partner portfolio managed through strict partner management process
- Leveraging ICT EU funds in order to accelerate adoption of smart solutions in B2B segment

HT CAPITAL MARKETS DAY RESIDENTIAL SEGMENT



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HT MAINTAINS ITS LEADING POSITION ON THE RESIDENTIAL MARKET



WE STABILIZED REVENUES DUE TO OVERPERFORMANCE OF MOBILE BUSINESS



- Mobile Revenue growth resulted mainly from higher postpaid and handset revenue while prepaid revenue slightly decreased in line with market trend
- Fixed Revenue decrease driven mostly by lower fixed voice revenue as a result of continuous fixed mainlines decline due to ongoing fixed to mobile substitution trend
- TV revenue continued to grow
- Growth in miscellaneous energy business



GROWTH OF MOBILE BUSINESS ACHIEVED THROUGH VALUE MANAGEMENT AND GREAT MULTIBRAND PERFORMANCE

Securing value of mobile market...



- Improved tariff mix resulted with yoy ARPU increase in POP
- Reversed ARPU trend in PRP

... with continuous growth of Data as key for success



- Positive mobile data revenue as both number of subscribers and usage increased
- Mobile customer base increased in postpaid (2.5% yoy) while we managed to slow down the decline in prepaid segment (-1% '16 vs '15; -3% '15 vs '14)
- Successful bonbon campaigns resulting with great overall performance (share of bonbon customers in total base 19%)

IN FIXED BUSINESS WE ARE MAINTAINING MARKET LEADERSHIP **IN ALL AREAS**



- market trend of fixed to mobile and IP substitution, regulation and enforced competition
- Lower usage and promotions on flat packages drive **ARPU down**
- Broadband customers higher 2.2% yoy
- Back to growth in TV 2.6% higher customer base yoy
- BB ARPU decrease due to stronger competition and aggressive offers in the market
- TV ARPU increase coming from exclusive TV content: TV additional packages and VAS
LEADERSHIP POSITION BASED ON OUR MAIN DIFFERENTIATORS



AS AN INTEGRATED TELECOM PROVIDER WE INTRODUCED AN UNIQUE CONCEPT OF PREMIUM CUSTOMER EXPERIENCE AND BENEFITS

MAGENTA1

2



UNIQUE PROPOSITION ON THE MARKET DESIGNED FOR BOTH NEW AND EXISTING CUSTOMERS

- Unique proposition
 Customized offer for each and every customer
- Exceptional network experience Maximum speed of fixed and mobile Internet for no extra charge
- Maximized customer experience Special care for M1 customers
- Flexibility of contract Different names and contract tied to one household
- Up to 25% of household value increase in M1



WE IMPROVED PERCEPTION OF KEY DRIVERS IN MAGENTA1 COMPARED TO OVERALL HT FIXED AND MOBILE CUSTOMERS

PERCEPTION	KEY PERCEPTION DRIVERS INFLUENCED BY MAGENTA1
+9.0+5.0+	 Value for money Network fixed Feeling in good hands
	 Rewarding loyal customers Call centre
FIXED RES MOBILE RES MAGENTA1	 Website

- Since Magenta1 was introduced in Q2 2016 HT perception of T brand is improving slightly
- Bonbon with best customers' perception on the market among all mobile brands

2

WE ARE POSITIONED AS A TECHNOLOGY LEADER ON THE MARKET

ULTRA

2

- 100 Mbit/s highest speed in the market on fiber infrastructure
- By end of 2016 213k households with FTTH/B



- 148% increase of Ultra customers from the beginning of the year
- Reaching utilization of 14% in one year

MOBILE SPEED

- The fastest mobile Internet of 262.5 Mbit/s in selected areas
- By end of 2016, 97% POP coverage expansion
- 4G speed included for free for most of our postpaid and prepaid customers

MIGRATION



EOY 2016: More than 200k customers (50%) with speed higher than 20 Mbit/s

WE ARE USING EXCLUSIVE CONTENT AS A KEY DIFFERENTIATOR IN FMC, FIXED AND MOBILE PROPOSITIONS

EXCLUSIVE AND PREMIUM CONTENT

Very strong exclusive content in sports

- National football league HNL
- UEFA Championship league
- Many regional and national leagues (basketball, handball, water-polo)



Exclusive content in movies/series

Pickbox – a Netflix for Balkan region



NEW INNOVATIVE FORMATS

 Leading the move to the mobile 'On Demand' viewing with StreamOn service in mobile

STREAM ON

 Started to utilize content as a key differentiator not only in fixed but also in mobile propositions

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WE WILL CONTINUE TO BUILD A PORTFOLIO BASED ON MARKET TRENDS AND CUSTOMERS' NEEDS WITH FOCUS ON:

RETENTION & VALUE	BROADBAND AND TV	ONLINE & OMNI
MANAGEMENT	GROWTH	CHANNEL
CONTINUE BRINGING MORE VALUE TO OUR CUSTOMERS THROUGH M1	INTRODUCE & EXPLORE NEW TV EXPERIENCE AND IoT	SPECIAL FOCUS ON eTRANSFORMATION

3

HT CAPITAL MARKETS DAY WRAP-UP & STRATEGIC DIRECTIONS



WRAP-UP / STRATEGIC DIRECTIONS

HT'S 2020 AMBITIONS BUILT ON FOUR STRATEGIC PILLARS

Premium for Reason

- Superior network speed, coverage and quality
- Premium positioning, innovative and convergent products and services
- Best in class customer experience

Return to Growth

- Redefined and stable core telco business
- Developed non-core digital businesses
- Established regional footprint

Financial Supremacy by Design

- Lean cost structure
- Smart investing
- Exploited domestic & regional synergies

Fit for the Best

- Most attractive STEM employer in the Region
- Agile and performance based organization
- Transparent and open culture

LEADER IN REGIONAL TELCO AND DIGITAL MARKET

HT CAPITAL MARKETS DAY Q&A SESSION



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GROUP 2016 OUTLOOK

	2015 Results	Outlook 2016 vs 2015
Revenue	HRK 6,919 milion	Around 2015 level
EBITDA before exceptional items	Margin of 40.2%	Margin of around 40%
CAPEX	HRK 1,473 million	Around 2015 level
Regional expansion	HT is monitoring and evaluating potential M&A opportunities	HT is monitoring and evaluating potential M&A opportunities

CONSOLIDATED INCOME STATEMENT

in HRK million	Jan-Sep 2015	Jan-Sep 2016	% of change 16/15
Mobile revenue	2,049	2,117	3.3%
Fixed revenue	2,624	2,527	-3.7%
System solutions	474	461	-2.8%
Miscellaneous	42	78	85.8%
Revenue	5,190	5,184	-0.1%
Other operating income	63	93	48.0%
Total operating revenue	5,252	5,277	0.5%
Operating expenses	3,240	3,227	-0.4%
Material expenses	1,462	1,508	3.1%
Employee benefits expenses	774	725	-6.3%
Other expenses ¹⁾	1,001	1,028	2.7%
Work performed by the Group and capitalised	-54	-64	-18.3%
Write down of assets	57	29	-49.1%
EBITDA	2,012	2,050	1.9%
Depreciation and amortization ¹⁾	1,089	1,038	-4.7%
EBIT	923	1,012	9.6%
Financial income	41	35	-15.0%
Income/loss from investment in joint ventures	11	4	-65.6%
Financial expenses ¹⁾	81	123	50.9%
Profit before taxes	894	928	3.8%
Taxation	177	184	4.0%
Net profit	717	744	3.7%
Non controlling interests	-13	-8	40.7%
Net profit after non controlling interests	730	752	2.9%
Exceptional items ²⁾	87	62	<i>-28.9%</i>
EBITDA before exceptional items	2,100	2,112	0.6%

1) Other expenses, Depreciation and amortization, as well as Financial expenses are restated for 3Q 2015 due to voluntary change of accounting policy related to Electronic Communication Infrastructure (ECI) costs

2) Related to redundancy restructuring costs

CONSOLIDATED BALANCE SHEET

in HRK million	At 31 Dec	At 30 Sept	% of change
	2015	2016	16/15
Intangible assets	1,651	1,614	-2.2%
Property, plant and equipment	5,616	5,573	-0.8%
Non-current financial assets	1,033	1,090	5.5%
Receivables	98	105	7.5%
Deferred tax asset	46	54	16.8%
Total non-current assets	8,444	8,436	-0.1%
Inventories	104	120	15.1%
Receivables	1,215	1,272	4.7%
Current financial assets	869	949	9.1%
Cash and cash equivalents	3,175	3,072	-3.2%
Prepayments and accrued income	272	162	-40.4%
Total current assets	5,636	5,575	-1.1%
TOTALASSETS	14,079	14,011	-0.5%
Subscribed share capital	9,823	9,823	0.0%
Reserves	445	492	10.6%
Revaluation reserves	4	41	
Retained earnings	268	655	143.9%
Net profit for the period	925	752	-18.7%
Non controlling interests	177	161	<i>-9.1%</i>
Total issued capital and reserves	11,641	11,923	2.4%
Provisions	68	60	-12.1%
Non-current liabilities	443	477	7.6%
Deferred tax liability	45	41	<i>-9.1%</i>
Total non-current liabilities	556	577	3.8%
Current liabilities	1,775	1,417	-20.2%
Deferred income	103	92	-10.2%
Provisions for redundancy	4	1	-86.2%
Total current liabilities	1,882	1,510	-19.8%
Total liabilities	2,438	2,087	-14.4%
TOTAL EQUITY AND LIABILITIES	14,079	14,011	-0.5%

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CONSOLIDATED CASH FLOW STATEMENT

in HRK million	Jan-Sep 2015	Jan-Sep 2016	% of change 16/15
Profit before tax	894	928	<i>3.8%</i>
Depreciation and amortization	1,089	1,038	-4.7%
Increase / decrease of current liabilities	-99	-141	-43.1%
Increase / decrease of current receivables	71	52	-27.0%
Increase / decrease of inventories	-8	-16	-87.9%
Other cash flow increases / decreases	-234	-217	7.1%
Net cash inflow/outflow from operating activities	1,713	1,644	-4.1%
Proceeds from sale of non-current assets	9	46	
Proceeds from sale of non-current financial assets	1	1	-5.1%
Interest received	15	13	-17.5%
Dividend received	0	3	-
Other cash inflows from investing activities	1,872	1,121	-40.1%
Total increase of cash flow from investing activities	1,898	1,185	-37.6%
Purchase of non-current assets	-833	-957	-14.9%
Purchase of non-current financial assets	-305	-75	75.6%
Other cash outflows from investing activities	-1,193	-1,156	3.2%
Total decrease of cash flow from investing activities	-2,331	-2,187	6.2%
Net cash inflow/outflow from investing activities	-433	-1,003	-131.4%
Total increase of cash flow from financing activities	0	0	-
Repayment of loans and bonds	-15	-14	3.7%
Dividends paid	-573	-491	14.3%
Repayment of finance lease	-3	-7	-104.6%
Other cash outflows from financing activities	-174	-219	-25.9%
Total decrease in cash flow from financing activities	-765	-731	4.4%
Net cash inflow/outflow from financing activities	-765	-731	4.4%
Exchange gains/losses on cash and cash equivalents	8	-13	
Cash and cash equivalents at the beginning of period	2,192	3,175	<i>44.8%</i>
Net cash (outflow) / inflow	523	-103	-119.6%
Cash and cash equivalents at the end of period	2,715	3,072	1 <i>3.2%</i>

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Note: 3Q 2015 Cash flow restated, changes were made on Net cash inflow/ outflow from operating activities and Net cash inflow/ outflow from financing activities due to voluntary change of accounting policy related to Electronic Communication Infrastructure (ECI) costs at 2015 year end

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