

targets for
ough pill to
mer state-
build key

es faced by
im since he
p KPN and
foreigners
are bargain

ireless and
the mobile
opoly has
s and prof-
ean peers

secured higher prices from consumers
increasingly addicted to smartphones
from the likes of Apple and Samsung.

Their financial performance last year
is the stuff of dreams for Europe's oper-
ators. Verizon grew mobile revenues by
7.7 percent last year on a margin of 46.6
percent, while AT&T mobile sales grew
5.7 percent on a margin of 39.6 percent.

In contrast, Europe's biggest mobile
operator Vodafone saw its revenue dip
0.4 percent in the first half of its cur-
rent fiscal year, and its operating mar-
gin was 30.5 percent.

The two smaller U.S. players –
Sprint Nextel and T-Mobile, a unit of

quality or profitability. That could
change if the market gets more com-
petitive after Japan's Softbank bought
about 70 percent of Sprint last year. T-
Mobile USA is also in the process of
buying smaller rival Metro PCS.

Average revenue per U.S. mobile
user has grown 25 percent to \$49 (39.24
euros) since 2007, according to Sanford
Bernstein. In Europe, ARPU has fallen
15 percent to 24 euros.

To cope with lower sales, Europe's
telcos have cut costs. But that has not
improved profits because prices keep
falling. The sector index dropped more
than 8 percent in 2012, making it the

Congress in Barcelona Tuesday.
“The European industry should look
very carefully at the American model
and more seriously ask ourselves why
there is such a successful model for cus-
tomers, shareholders and governments
that we seem not to be able to replicate,”
Vodafone CEO Vittorio Colao recently
told the Wall Street Journal.

Few expect things to change quick-
ly though. “From a European perspec-
tive, I have little hope that the valua-
tions will improve as long as there is
no change to the regulatory environ-
ment or the macroeconomic environ-
ment,” said Heinrich Ey, director of
research at Allianz Global Investors.

ESS RELEASES

young age. With red as the domi-
or through the flags and balloons,
hearts marched proudly with a
f hope for brave hearts.

credit card launched



patronage and in the presence of
unications Minister Nicolas
and in the presence of Claude
leral manager of touch, Saad
airman and general manager of
ANK and Tony Gougassian, gener-
of Visa Levant, touch launched
ve, feature-packed credit card
ffered as a visa gold or visa plat-
gh one of the most prominent
ebanon, BLOM BANK. The press
was held at the Four Seasons
roduce the card that combines the
holding a visa credit card with
e talking minutes, or free SMS, or
megabytes for Internet usage on
mobile line. This new credit card
single branded card in the Middle
ring a telecommunications compa-
nts cardholders with the conven-
evolving line of credit along with
rewards that are customizable on
basis. With this credit card,
consumers will be able to enjoy
s of three leading institutions:
OM BANK and Visa International.

Week in Lebanon

in Business Council in Lebanon
mmercial section of Belgium's
re organizing the first Belgian
banon from Feb. 25 to March 3 at
pick Hotel Beirut. The official
ill take place on Feb. 25 under the
of the Economy Minister of the
apital Region and the Lebanese
Economy Minister. This week
e three features: economic, cultur-
onomic.

Horizon Draftfcfb wins big



Horizon Draftfcfb has cause to celebrate in
the wake of an astonishing haul of awards
from the MENA Cristal Festival held in
Lebanon last week. NIVEA, NIVEA for
Men, OREO, Just Falafel and charity
Tamanna were amongst the clients who won
or were shortlisted across 11 of the 15 cate-
gories available picking up a total of 22 hon-
ors. The touching “September Christmas”
for Tamanna by Horizon Draftfcfb Beirut and
Dubai was praised in categories across the
board. The campaign won gold and silver in
Promo and Direct, a gold and bronze in Cor-
porate and PR, silver in Integrated, and a
bronze in Media to add to the gold in Brand
Entertainment and Content from the global
Cristal Festival. It was also shortlisted for
three other awards, as well as ads “Ring”
and “Sandbags” from the charity’s “Break”
campaign achieving another two shortlists in
the Press category’s NGO/Charity/Public
Interest section.

Wild Discovery Wedding Folies

For the 10th year in a row, Wild Discovery,
the tour operator affiliated to Johnny R. Saade
Holdings exhibited at Beirut Wedding Folies
which was held recently at BIEL. Introducing
the 2013 wedding season, the stand attracted
a wide number of visitors seeking the perfect
destination for a wedding or honeymoon.
From the Mediterranean to Europe and Asia,
Wild Discovery’s selection for this year
included great deals, with a special highlight
on six destinations offered at squeezed rates
during the exhibition: Marmaris, Mykonos,
Antalya, Sri Lanka, Spain and Italy proposed
through one week-packages starting at \$1,200
per couple! Also, the annual honeymoon pro-
motion has been renewed for 2013 and
relaunched during Wedding Folies. This gives

the chance to all honeymooners who book
their trip with Wild Discovery to be the lucky
winners of one of the monthly trips.



Dacia Lodgy launched



To expand their Dacia range for 2013, Bas-
soul-Heneine launch Lodgy; a seven-seater
MPV. With Lodgy, Dacia ushers in a new gen-
eration of vehicles that encompass attractive
design and modern amenities. As with all the
other models in the range, the Lodgy MPV is
reliable, robust and easy to maintain. With
Lodgy, Dacia, a sub-brand of the Renault
Group, answers the needs of its customers
with a vehicle that’s attractive, modular, fully
loaded and reliable at an exceptional price.