

Globe Telecom and Sun Cellular Recognized at 2012 Frost & Sullivan Philippines Excellence Awards

Manila, Philippines, 8 November 2012 – Frost & Sullivan today honoured and recognized Philippines’s best at the 2012 Frost & Sullivan Philippines Excellence Awards banquet held at the Hotel Sofitel Philippine Plaza Manila.

The Frost & Sullivan Philippines Excellence Awards aims to recognize outstanding performance and achievements by companies in the Information & Communication Technologies industry in areas such as leadership, technological innovation, customer service, and strategic product development.

“We are extremely proud and happy to host the second annual Philippines Excellence Awards. We are confident that this awards banquet will continue to grow and be the most anticipated event of the year by the local business community,” said Andrew Milroy, Vice President for ICT, Frost & Sullivan Asia Pacific.

The Philippines mobile communications market grew at a rate of 7.0% and was worth over US\$3,822 million revenues in 2011. The emergence of over-the-top and numerous content providers has intensified competition in mobile markets, with numerous low cost services becoming available. Growth in data revenue is expected to increase over the short term as smartphone penetration grows from its current level of 18% to nearly 50% in the next three years.

“We see the Philippines markets as rapidly evolving, characterized by high competitiveness, with user-centric business models, and continuous advances in technology. We hope that this award recognition will continue to inspire deserving companies in their pursuit of best practices and excellence in their respective industries,” Mr. Milroy added.

Frost & Sullivan identifies the outstanding industry achievements in the past year by companies in the regional and global markets through in-depth interviews, analysis, and extensive secondary research.

Frost & Sullivan congratulates all the recipients of the 2012 Frost & Sullivan Philippines Excellence Awards.

2012 Frost & Sullivan Philippines Excellence Awards Recipients

<u>Category</u>	<u>Award Recipient</u>
ICT	
Broadband Service Provider of The Year	Globe Telecom
Mobile Service Provider of the Year	Sun Cellular (member of the PLDT group)
Telecom Service Provider of The Year	Globe Telecom

For more details on the 2012 Philippines Excellence Awards log-in to <http://frost-apac.com/philippinesawards/>

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

Our "Growth Partnership" supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

•**The Integrated Value Proposition** provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.

•**The Partnership Infrastructure** is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community.

Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

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