

# Millicom International Cellular

## Corporate Position on Key Issues

### Responsible Use of Phones

#### **1) Social and economic context**

New technologies have totally transformed our personal and professional lives in the past 20 years. The internet and mobile telephony have revolutionized the way individuals communicate, relate to others and do business. If the needs and the usage patterns of mobile phones vary according to countries and cultures, the experience of phone usage has brought up new issues for society, highlighting the greater need for a responsible use of mobile phones.

#### **2) Issue at stake**

**Child protection:** Children and teenagers are ever more active users of mobile phones. Of course mobile phones are very useful for parents and children, both knowing they can contact each other whenever they need to. Most mobile phones now provide access to the internet. Therefore, young users may have access to inappropriate content or services, like adult content, forums, chatting and dating services.

**Driving safety:** While having a mobile phone in the car makes it easier to contact emergency services in case of a problem, using a mobile phone while driving can be distracting. Physical distraction happens when using handheld phones and taking one hand off the steering wheel. Mental distraction can occur during emotional or complex conversations. Several countries are introducing a legal framework to regulate the use of mobile phones while driving and some governments have made it illegal to use handheld mobile phones while driving.

**Considerate use of phones in public places:** Used inappropriately or carelessly, mobile phones can become a nuisance for others. In public places (like offices, public transport, cinemas, etc.), inconsiderate mobile phone use can cause annoyances, disturbing the people nearby. Social rules need to be taken into account to avoid compromising respect and consideration for the people surrounding the mobile phone user. In addition to these social rules, the use of mobile phones can be prohibited in specific places like gas stations or airplanes, due to risk that it can interfere with systems or cause other forms of disruption.

#### **3) Facts and figures**

By 2010, nearly 40% of the world's population will own a mobile handset (source: Gartner report). As OECD countries are becoming mature markets for mobile communications, the highest growth now occurs in emerging markets.

#### **4) Millicom beliefs and principles**

Millicom wants to sell mobile telephony services in a way that preserves social harmony, road safety and child protection. Millicom is committed to promoting responsible use of mobile phones. Our commitments are as follows:

Child protection: Through GPRS/3G services, Millicom provides access to the internet, whose content is beyond our control. Millicom believes that it is the parents' and users' responsibility to organize adequate protection. However, Millicom commits to inform parents about access controls to help them protect their children from inappropriate content and contacts.

To avoid any addictive behavior towards mobile phones among children, Millicom commits to inform parents on the matter and suggests them to properly advise their children and encourage them to maintain reasonable use.

Driving safety: Millicom discourages mobile phones users from making calls while driving. Millicom supports initiatives to raise public awareness on road safety and the safe use of mobile phones.

Considerate use of mobile phones: As using mobile phones can be intrusive to others in certain public environments, Millicom acknowledges the need to promote a courteous and safe use of phones and is committed to raising consumers' awareness on their appropriate use. Millicom encourages its customers to be considerate of others in their use of mobile phones.

#### **5) Current initiatives**

We have run high profile advertising campaigns in Bolivia and Honduras encouraging people not to use their mobile phones whilst driving, highlighting the dangers inherent in this activity.