

Supplementary information (continued)

South African key indicators

	2009	31 March 2008	2007	% change 08/09 07/08	
Customers (thousands)¹	27 625	24 821	23 004	11.3	7.9
Prepaid	23 561	21 177	19 896	11.3	6.4
Contract	3 946	3 541	3 013	11.4	17.5
Community services	118	103	95	14.6	8.4
Gross connections (thousands)	13 064	12 040	10 859	8.5	10.9
Prepaid	12 327	11 248	10 124	9.6	11.1
Contract	705	782	666	(9.8)	17.4
Community services	32	10	69	>200.0	(85.5)
Churn (%)²	40.1	42.3	33.8	2.2pp	(8.5pp)
Prepaid	45.4	47.9	37.5	2.5pp	(10.4pp)
Contract	9.9	8.3	9.7	(1.6pp)	1.4pp
Traffic (millions of minutes)³	24 383	22 769	20 383	7.1	11.7
Outgoing	16 582	15 323	13 638	8.2	12.4
Incoming	7 801	7 446	6 745	4.8	10.4
MOU per month⁴	67	66	69	1.5	(4.3)
Prepaid	48	46	47	4.3	(2.1)
Contract	156	172	188	(9.3)	(8.5)
Community services	686	883	1 151	(22.3)	(23.3)
ARPU (Rand per month)⁵	133	128	128	3.9	-
Prepaid	68	62	63	9.7	(1.6)
Contract	474	486	517	(2.5)	(6.0)
Community services	534	689	902	(22.5)	(23.6)
Messaging (millions)⁶	5 410	5 002	4 809	8.2	4.0
Data connectivity customers (thousands)⁷	720	400	160	80.0	150.0
Number of employees	4 930	4 504	4 388	9.5	2.6
Estimated mobile penetration (%)	108	94	84	14.0pp	10.0pp
Estimated mobile market share (%)	53	55	58	(2.0pp)	(3.0pp)

Supplementary information (continued)

Notes:

1. Customer totals are based on the total number of customers registered on Vodacom's network, which have not been disconnected, including inactive customers, as at the end of the period indicated. Three month inactive customers were 8.9% (2008: 10.3%) of total customers, 9.9% (2008: 11.4%) of prepaid customers and 3.4% (2008: 4.0%) of contract customers as at 31 March 2009.
2. Churn is calculated by dividing the annualised number of disconnections during the period by the average monthly total reported customer base during the period.
3. Traffic comprises total traffic registered on Vodacom's network, including bundled minutes, outgoing international roaming calls and calls to free services, but excluding national roaming and incoming international roaming calls.
4. Minutes of use per month is calculated by dividing the average monthly minutes during the period by the average monthly total reported customer base during the period. Minutes of use exclude calls to free services, bundled minutes and data minutes.
5. ARPU is calculated by dividing the average monthly revenue (recurring mobile) by the average monthly total reported customer base during the period. ARPU excludes revenue from equipment sales and other sales and services. With effect from 1 April 2008, ARPU calculations include revenue from national roamers and international visitors roaming on Vodacom's network. Historical ARPU numbers have been restated in line with the new methodology.
6. Messaging includes SMS, MMS and premium rate SMS/MMS (in and out of the bundle).
7. A customer who has either taken a data contract or has a data bundle bolted onto his contract, hybrid contract or prepaid package.